PRICE 25 CENTS

BROADCASTING

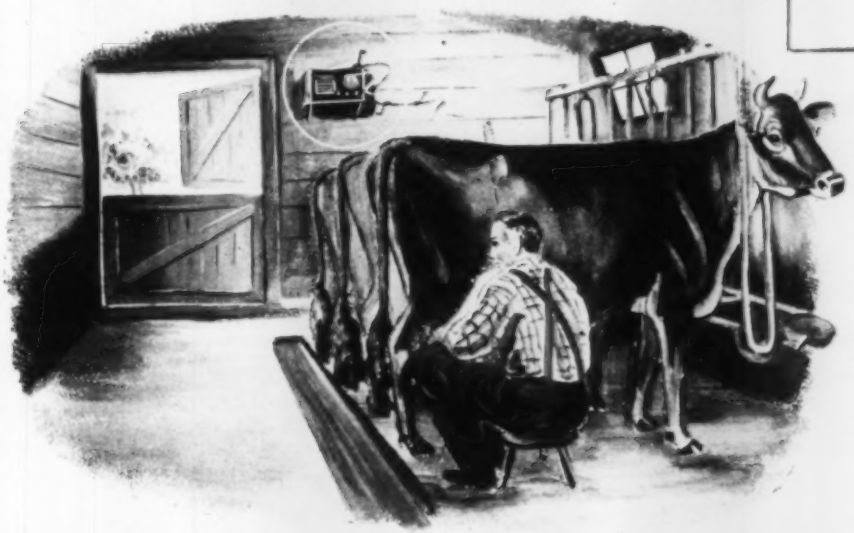
The Newsweekly of Radio and Television

TELECASTING

PUBLIC LIBRARY
AUG 23 1949
DETROIT

IOWA "BARN RADIOS" HELP WITH MILKING!

(The New Iowa Radio Audience Survey Proves It!)



THE Iowa Radio Audience Survey * is a complete *study* of radio listening habits in Iowa. The new 1949 Edition even tells how many Iowa barns are equipped with radio—how many Iowa men and women feel that radio helps with their milking—how many think that radio makes their cows produce more milk!

In addition to much *new* data, the Twelfth Edition gives up-to-date information on station and program preferences, time of most listening, amount of listening outside the home, multiple-set ownership, etc. The Survey gives the *complete* radio picture for Iowa *as a whole*, as well as for *each* of the State's 99 counties.

This important and authoritative Survey is now on the presses. *Write today to reserve your free copy!*

* The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

for IOWA PLUS

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Even now before "G. M." we're packing 'em in!

YES, SUH, even before Mrs. Marx' Grouchiest boy starts wiggling his eyebrows at a CBS mike, WHAS Hoopers have been steadily climbing. Fact of the matter . . . during the same two years that Kentuckiana radio homes increased a whopping 17.1% . . . WHAS captured a larger share of this growing audience.

Average morning Hooper increased 33%!
Average afternoon Hooper increased 31%!
Average evening Hooper increased 8%!

In the last year WHAS was the only Kentuckiana station to increase its roster of top Hooperated programs morning, afternoon and evening.

Orchids for this go to the CBS Schedule along with a bow to such WHAS produced shows as "The Abbott Habit", which tops more than its share of the day's first Hoopers.

For Autumn booking take note of the WHAS audience before Groucho . . . add the world's fastest ad-libber . . . then figure in the balance of the great CBS Fall Lineup. That makes WHAS the gilt-edged, rock-solid buy of the '49 Kentuckiana Fall Season.

Source: 47-48 and 48-49 Winter-Spring Reports.

BUD ABBOTT, nabob of "The Abbott Habit," holds nothing sacred—except showmanship. From one end of his hectic hour to the other Abbot pokes fun, claws his enemies, plays records (except Vaughn Monroe) and guides an audience that buys heavily. The biggest advertisers buy Bud, hold on to their hats, and collect big dividends. Sponsors: participating.

Come This Fall, choice seats ("availabilities" to you) for the Great WHAS-CBS Show will be hard to find. Reserve yours now! Call your PETRY man!

WHAS
Louisville, Kentucky

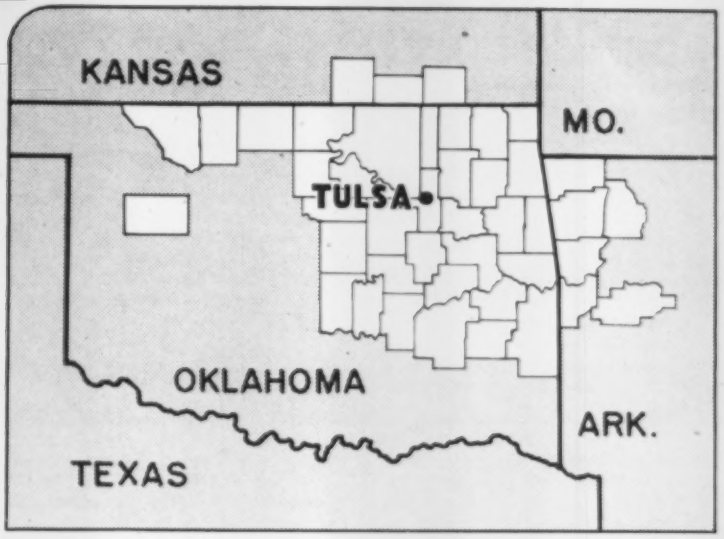
now a larger audience at a lower cost!

50,000 WATTS • 1A CLEAR CHANNEL • 840 KILOCYCLES

VICTOR A. SHOLIS, *Director* • J. MAC WYNN, *Sales Director*

THE ONLY RADIO STATION *SERVING* AND *SELLING* ALL THE RICH KENTUCKIANA MARKET

HOOPER *Area Coverage Index* PROVES KVOO DOMINANCE



IN A 43 COUNTY AREA

The map at right shows the 43 County Area DOMINANTLY served by KVOO. It covers the 30 county Tulsa Market Area *Plus* rich bonus counties in Oklahoma, Kansas and Arkansas. According to the 1948 BMB estimate 372,980 radio homes are in the 43 county area. Following are the stations and percent of mentions, Sunday thru Saturday for the period, Spring, 1949.

% OF MENTIONS

STATIONS	MORNING		AFTERNOON		EVENING	
	6 AM-Noon	Noon-6 PM	12 Noon-3 PM	3 PM-6 PM	6 PM-10 PM	10 PM-Mid.
KVOO	38%	26%	43%	32%	36%	38%
"B"	6%	9%	4%	7%	12%	9%
"C"	9%	9%	7%	8%	7%	7%
"D"	3%	8%	8%	9%	†	†
"E"	2%	4%	3%	3%	4%	2%
"F"	4%	3%	2%	3%	2%	2%
"G"	2%	4%	2%	2%	2%	LT
"H"	2%	1%	2%	2%	2%	2%
"I"	LT	2%	2%	2%	1%	2%
"J"	2%	2%	1%	2%	LT	Ø
"K"	3%	2%	1%	LT	1%	LT
"L"	LT	Ø	LT	LT	3%	4%
"M"	1%	LT	1%	LT	2%	2%
"N"	LT	Ø	Ø	Ø	1%	5%
"O"	1%	1%	LT	LT	1%	2%
"P"	1%	LT	LT	1%	2%	1%
"Q"	2%	LT	LT	2%	†	†
"R"	1%	1%	1%	LT	1%	LT
"S"	1%	LT	1%	1%	LT	1%

% OF MENTIONS

STATIONS	MORNING		AFTERNOON		EVENING	
	6 AM-Noon	Noon-6 PM	Noon-3 PM	3 PM-6 PM	6 PM-10 PM	10 PM-Mid.
"T"	1%	2%	LT	1%	LT	LT
"U"	2%	1%	LT	1%	LT	LT
"V"	LT	2%	1%	LT	LT	LT
"W"	1%	LT	LT	LT	LT	2%
"X"	LT	LT	1%	LT	2%	LT
"Y"	1%	2%	LT	LT	LT	LT
"Z"	1%	1%	LT	LT	LT	Ø
"AA"	LT	LT	Ø	LT	1%	1%
"BB"	LT	1%	LT	1%	†	†
"CC"	Ø	Ø	Ø	Ø	LT	2%
"DD"	LT	LT	1%	LT	†	†
"EE"	LT	LT	LT	1%	†	†
"FF"	LT	LT	LT	1%	†	†
"GG"	LT	LT	LT	LT	1%	LT
"HH"	Ø	Ø	Ø	Ø	LT	1%
"II"	LT	LT	LT	1%	†	†
OTHERS	8%	11%	9%	11%	12%	14%

LT — Listening less than 1%
Ø — No Mentions found in sample
† — Does not broadcast throughout this day-part

Note: The "Area Coverage Index" is computed from the "Station Mentions" secured from the answers to the question: "To what stations do you and your family listen MOST FREQUENTLY or THE MOST TIME?" Because Indexes show "% of mentions", this is a measure of the distribution, not the size, of the audiences to the respective stations.

RADIO STATION KVOO
EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES
50,000 WATTS
OKLAHOMA'S GREATEST STATION
TULSA, OKLA.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING at deadline

Closed Circuit

FIRST BLUSH reaction to FCC's ban on giveaways, which it describes as "lotteries," in quarters most vitally affected was that it constitutes "Blue Book in action." General view was that few programs immediately would be affected and that almost all concerned would be disposed to await outcome of reargument before FCC, if any, and court interpretation which inevitably will be sought.

FCC vote on giveaway ban would have been 3-2—instead of 3-1—if Commissioner Robert F. Jones hadn't been absent because of illness. Comr. Jones, it's understood, had detailed dissent written. Its release was precluded, however, by his inability to vote.

NATIONAL GUARD, through Gardner Adv. Co., Washington branch, quietly pinpointing areas with AM-FM-TV stations throughout the country looking toward fall recruiting campaign. Program will utilize radio-video time in sections with NG units, with budget as yet undetermined.

WHILE RCA-NBC has said nothing publicly, reports are current in TV circles that it will pop real surprise in all-electronic color development at upcoming FCC allocations hearings. One quarter said that analysis of color patents on file indicates RCA has in process of development new 6-mc system.

FEELING between FCC and McFarland subcommittee of Senate Interstate Commerce Committee was no better last week. It's reported Sen. Edward W. McFarland advised FCC Acting Chairman Paul A. Walker that he felt certain members of FCC were seeking to block House action on his Senate-passed bill (S 1973) in manner which he regarded as contrary to anti-lobbying statutes. It wouldn't surprise observers to see another investigation develop.

LEVER BROTHERS, J. Walter Thompson, CBS and 20th Century-Fox preparing nationwide contest to celebrate 15th anniversary of *Lux Radio Theatre* this fall

WHEN SENATE last week turned thumbs down on President Truman's project for creation of new Dept. of Welfare, it also snuffed out whispered reports affecting Commissioner Frieda B. Hennock, First Lady of regulatory radio. Story was that she would be named second in command of new department, thus having distinction of being first woman Junior Cabinet member. It was regarded as certain that Oscar Ewing, Federal Security Administrator, would be named to Welfare Secretaryship.

LEVER BROTHERS (Silver Dust) preparing spot announcement campaign to start Sept. 6. SSC&B, New York, is agency.

DEPT. OF JUSTICE is quietly pressing for

(Continued on page 66)

Upcoming

Aug. 25-27: Georgia Assn. of Broadcasters, St. Simon Island, Ga.

Aug. 29: Government-industry NARBA preparatory committee, Departmental Auditorium, Washington.

Sept. 13: Third NARBA conference convenes, Windsor Hotel, Montreal.

Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.

(Other Upcomings on page 30)

Bulletins

KEITH KIGGINS, onetime ABC vice president, and since 1947 consultant to television industry, Friday appointed manager of television sales at Edward Petry & Co. Inc., station representative. Concurrently, firm said that replacement for Irvin Gross, sales promotion director who resigned last month, would be announced within 30 days.

NORWICH Pharmacal Co., Norwich, appoints Benton & Bowles, New York, to handle advertising for all its consumer products. Agency early last week had resigned its other drug account, McKesson and Robbins (see page 20).

SWIFT & Co., Chicago, for its cleanser, starts national spots in six or eight markets in November through Needham, Louis & Brorby, Chicago. Agency also plans use of AM spots in New England for Morton salt, starting in November.

Business Briefly

TOM MIX BACK ● Ralston-Purina Co., St. Louis, returns *Tom Mix and His Ralston Straight Shooters* to MBS for 39 weeks from Sept. 26, M-W-F, 5:30-6 p.m. (CDT). Agency, Gardner Adv. Co., St. Louis

FARM SERIES ● Quaker Oats Co., Chicago, Aug. 27 starts *Man on the Farm* on MBS for 39 weeks, Sat., 12-12:30 p.m. (CDT). Agency, Sherman & Marquette, Chicago.

SALTINE TEST ● National Biscuit Co. (Premium Saltines) has started test campaign in 10 markets using one-minute discs and chainbreaks. Campaign started Aug. 15 for eight weeks. Announcements daytime only. Agency, McCann-Erickson, New York.

MOTT'S VIDEO ● Duffy-Mott Co., New York (Mott's apple juice) Sept. 19 starts *Reserved For Garroway* five-weekly on WNBQ (TV) Chicago 10:30-10:45 p.m. (CDT). Agency, Young & Rublicam, N. Y.

SPOTS EXTENDED ● Febders-Quigan Corp., Buffalo, extending three weeks its campaign of spots promoting home air conditioners on two New York TV stations, WPIX and WABD. Agency, BBDO, Buffalo.

DICKMAN APPOINTED

JOHN J. DICKMAN, former program manager of WBAL Baltimore, named director of National Conference of Christians & Jews Inc. He will develop program to improve intergroup relations among Catholics, Protestants and Jews in Baltimore area and lead local drive in connection with $3,500,000 nationwide fund

ABC, NAB Call Lottery Rule Invalid

FCC's giveaway decision will meet early test in court. ABC, describing FCC rule as "an invalid attempt to extend existing law," announced Friday it would file injunction proceedings (early story, page 17).

FCC action "is inconsistent with the system of private broadcasting . . . and is a first step by the federal government into actual program planning," ABC statement said. Network flatly challenged authority of FCC with statement it would make no changes in its programs as result of FCC ruling.

Although ABC did not specify when or in what court it would file suit, network announced it would seek injunctive relief "immediately."

Other networks withheld comment, pending closer study of FCC definitions of lottery.

Mark Goodson, co-producer of *Stop the Music* and half-a-dozen other giveaway shows, told BROADCASTING he believed lottery question should be reserved for courts to decide. He said lawyers were in disagreement over what constituted lottery, that lottery laws were subject to varied interpretation, but that in his belief his shows would stand up in court.

Lou Cowan, co-producer of *Stop the Music* and producer of NBC's *Hollywood Calling*, has no comment.

Taking no position on merit of giveaways, NAB President Justin Miller trounced FCC for intruding into administration of criminal law and violating Section 326 of the Communications Act, dealing with power over programs. Giveaways designed to "buy" audience violate NAB Standards of Practice, he said.

FCC cannot decide licensee has violated criminal law, in advance of conviction, and impose sanctions for such violation, unless matters are "clearly prohibited," he said. He claimed programs of type classified as lotteries are not in fact illegal. Judge Miller agreed with Commissioner Hennock's dissent in which she said administrative agency should not broaden interpretation of criminal statute any further than has been done by courts. He said NAB hopes those affected by decision will start court test of legality of rules.

Fred Allen, who had consistently razzed giveaway shows on his NBC program, said FCC has "taken radio away from the scavengers

(Continued on page 66)

XUM

MEMO:

when the chips are down- it's RESULTS that count

In DALLAS

and the great Southwest Market Area . . .

this is why

KRLD

is your best buy!

first

According to May and June

Hooper Report

KRLD has more listeners in Dallas than any other radio station between:

6:00 P. M. to 10:30 P. M.
8:00 A. M. to 12 NOON
SUNDAY, 12 NOON to 6:00 P. M.
SATURDAY (All Day) 8:00 A. M. to 6:00 P. M.

50,000 WATTS, Day and Night

TOTAL BMB NIGHT 692 670 Radio Families ★ TOTAL BMB DAY 842 560 Radio Families

KRLD-TV *Now Under Construction*

KRLD

The TIMES HERALD *Station*

★ CBS ★

THE BRANHAM COMPANY Exclusive Representatives

XUM

WMT also rises in Morning Sun (IOWA)

Early birds, up with the chickens, get a lot more than worms in Morning Sun. They get the chores done . . . and by 5:30 a.m. they're able to tune in on WMT's *Sunrise Hour*.

Programming to suit Morning Sun and hundreds of other Eastern Iowa communities is a specialty of WMT. Day and night, with exclusive CBS stars backing up strong local and regional features, WMT plays to its prosperous audience of workers on farms —and in Iowa's equally important industries. Rise and shine with WMT! The Katz man has full details and an alarm clock.

WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

BROADCASTING
TELECASTING

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Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

IN THIS ISSUE . . .

FCC Bans Giveaways 17
Jackpot Era Effected 17
PIB Figures Show Network Sales Steady 19
Schenley Says 200 Stations Ready for Ads 19
Pettey Resigns from WMGM 20
Football Sponsor Roundup 21
Hauser Urges TV Set Count in Census 22
McFarland Bill Passage in Doubt 23
Rayburn To Name Lobby Probe Group 23
House Adds $11,320,000 to Voice Funds 24
Radio Highly Rated by Textiles 25
Firm Planned To Develop CBS Color System 40
Intercity Color TV Demonstration 40
TV Research Cuts Sponsors' Gamble—Schwerin 42
DuMont TV Proposal Announced 46
Hubbell Readying Foreign Films for TV 46
AT&T, WU Outline TV Facilities 50

DEPARTMENTS

Agencies	10	On All Accounts	14
Allied Arts	63	On Dotted Line	28
Commercial	36	Open Mike	26
Editorial	34	Our Respects to	34
Feature of Week	14	Production	62
FCC Actions	56	Programs	55
Film Report	43	Promotion	52
Management	36	Radiorama	30
Milestones	65	Technical	53
Network Accounts	12	Telestatus	40
New Business	12	Upcoming	30

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Yvonne Caldwell, Kathryn Ann Jones, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS
MAURY LONG, *Business Manager*
Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Elaine Cahn; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*
Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

WHEN IN ROME, DO AS THE ROMANS DO

That goes for Portland, Oregon, too!

Radio Station KEX
Portland, Oregon
Gentlemen:
We would like to tell you how pleased we are with the sales results obtained on your station.
It is interesting to note the increasing number of Portlanders that visit us. Also, we're vastly pleased with the number of out-of-town customers from cities like Eugene and Salem, Oregon, and from many towns in Southern Washington.
KEX advertising is increasing our local trading area by selling the Pacific North-west!
Yours very truly,

To INCREASE the size of their sales area in the big Oregon Country.. and to keep cash registers tinkling in Portland proper.. more and more Portland advertisers are using KEX, Oregon's most powerful voice!

Follow the home-towners' lead! To get better results in a bigger portion of the fast-growing, heavy-spending Pacific Northwest.. put your program on KEX. For coverage information and availabilities check KEX or Free & Peters.

PROOF! Among approximately 60 of Portland's alert "home town advertisers" now using KEX are The Bedell Store, Benjamin Franklin Savings & Loan Co., Bradford's, Hollywood Furniture Co. (see letter), Lipman Wolfe & Co., Lowensons, Tommy Luke, Meier & Frank Co., Oregon Mutual Savings Bank, M & H. H. Sichel, Star Furniture Co., Tonkin Motors.

KEX PORTLAND, ORE.

50,000 WATTS

ABC AFFILIATE

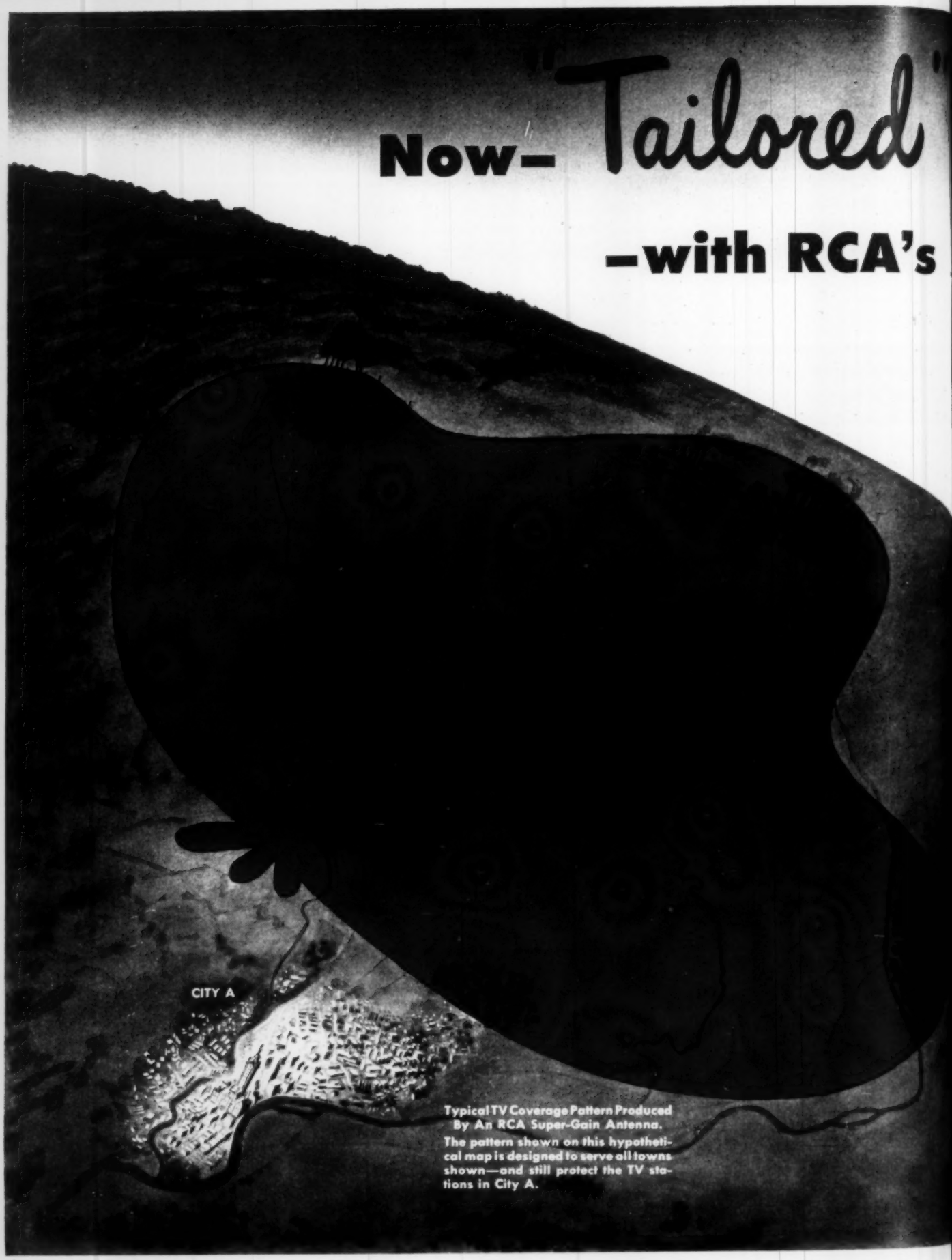
WESTINGHOUSE RADIO STATIONS INC

KYW · KDKA · WBZ · WBZA · WOWO · KEX · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Now— "Tailored"

—with RCA's



Typical TV Coverage Pattern Produced By An RCA Super-Gain Antenna.
The pattern shown on this hypothetical map is designed to serve all towns shown—and still protect the TV stations in City A.

XUM

TV Coverage Patterns

New Super-Gain TV Antenna

• To give your radiated TV signals the right pattern for the area you want to cover, RCA's custom-built Super-Gain antenna is the answer.

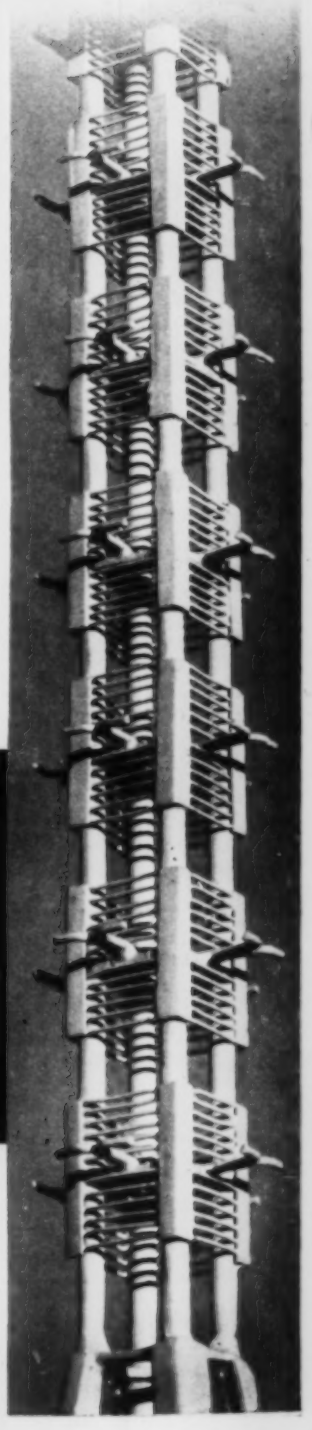
This antenna can be set up to radiate in one or more directions—or in all directions. It can be arranged to lay down a stronger signal in the service area most vital to you. And, if you wish, it can be arranged in such a way as to reduce your signal in other areas where it is important to protect near-by TV stations.

RCA's Super-Gain TV antenna is made up of pre-tuned dipoles—each backed by a reflecting screen. The units are stacked one above the other—on one or more sides of a rectangular or triangular tower. A stack of four dipoles can deliver gains of 4 to 5—and the bigger the stack the higher the gain. (For example, a stack of twelve dipoles and screens on four sides of a tower *will deliver a power gain of 12 in all directions.*) In many cases, existing towers which have uniform cross-section can be used for mounting the antenna.

The new RCA Super-Gain TV antenna will find application for TV stations having specific coverage or interference problems. It does not, of course, *take the place of the general-coverage Super-Turnstile.*

• • •

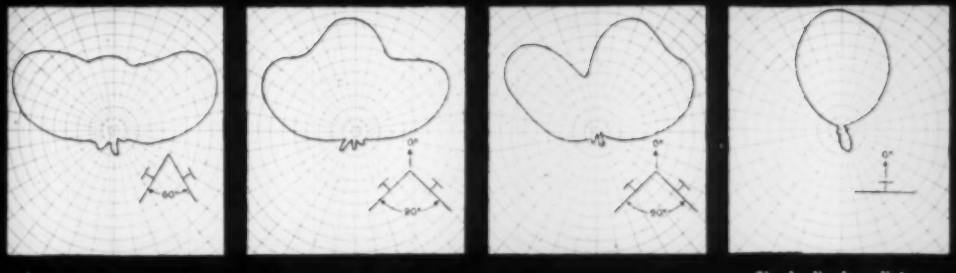
It will pay you to consider the new Super-Gain antenna when you review the coverage possibilities of your new TV station. Ask your RCA Broadcast Sales Engineer for complete data. Or write Dept. 19HD. RCA Engineering Products, Camden, N. J.



THE NEW RCA SUPER-GAIN TV ANTENNA

A stacked array of 6 dipoles (per side) delivers a power gain of 6 to 8. The tower for the Super-Gain Antenna might be used to support an FM Pylon or a Super-Turnstile—or both!

Typical tailored coverage patterns possible with the RCA TV Super-Gain Antenna



60° angle between dipoles, 0° phasing between dipoles

90° angle between dipoles, 0° phasing between dipoles

90° angle between dipoles, 90° phasing between dipoles

Single dipole radiator

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

XUM

stop!

Don't do anything until you hear the NEW Lang-Worth Transcribed Music Library... a revolutionary development in sound reproduction.

ANNOUNCEMENT SOON

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

Agencies

KEITH BABCOCK, formerly with Biow Co., San Francisco, opens own agency, Keith Babcock Adv., at 46 Kearney St., San Francisco. Telephone: YUkon 2-1839. Associated with him in new agency are: **H. H. HINDLEY**, former manager of Roy S. Durstine, San Francisco, and **TERRY CARPENTER**, former staff writer and promotion manager of KYA San Francisco. Agency will specialize in package goods and automotive field. Mr. Babcock expects to be active in radio. Accounts will be announced at later date.

GLENN, JORDAN, STOETZEL Inc., Chicago (formerly Evans Assoc.), continues internal expansion and plans for additional client services, as supervised by President **W. D. JORDAN**. Other new officers are **K. V. REED**, executive vice president, **R. R. GLENN** and **H. W. STOETZEL**, vice presidents, and **J. F. SELBY**, secretary and treasurer.

ANDREW JAY DAVIS Jr. joins Gray & Rogers Adv., Philadelphia, assigned to special accounts division.

Mr. Davis

ARTHUR POPPENBERG joins Philbin, Brandon & Sargent Inc., New York, television advertising agency, as account executive. He will specialize in accounts interested in using television on a spot basis.

WALTER MONROE resigns as industrial and market research specialist of Beaumont & Hohman, San Francisco, to establish his own agency, The Walter Monroe Co., same city.

SIDNEY B. GORCHOV Adv. established at 350 Lincoln Rd., Miami Beach, Fla. under direction of Mr. Gorchov. Agency had been doing business as Florida office of S. S. Cantor Adv. Agency.

PEYTON KANE, formerly director of advertising and sales promotion for S and W Fine Foods Inc., joins Biow Co., San Francisco, as head of agency's merchandising and field service department.

FRANCIS TODHUNTER, art director of McCann-Erickson, San Francisco, retires after 33-years service.

STREET & FINNEY Adv., New York, opens Chicago office at 120 South LaSalle St. under direction of **FRANK E. DUGGAN**.

GEORGE BROMBERG, former account man at Schwimmer & Scott, Chicago, joins creative staff of William Hart Adler Inc., Chicago.

BERNARD E. HOWARD, former copy chief at BBDO, Los Angeles, appointed creative chief at Campbell-Mithun, Chicago.

MELVIN BRORBY and **ERWIN A. MEISSLER**, vice presidents of Needham, Louis & Brorby, Chicago, will supervise advertising section in trades and industries division of Chicago's 1949 Community Fund Campaign.

ROBERT CREECH MYERS, vice president of Fries & Schuela Co., Cleveland, for past four years and with Erwin, Wasey & Co., New York, prior to that, joins Smith, Smalley & Tester Inc., New York, as director of copy and merchandising, effective Sept. 1.

BILL CALAHAN, formerly with Ley & Livingston, San Francisco, joins Beaumont & Hohman, same city, as account executive.

ROGER F. HILL appointed manager of Toronto offire of International Surveys Ltd., Montreal. Mr. Hill will be in charge of Toronto district operation of Consumer Panel of Canada, radio research and general marketing research.

WALTER MARTO Adv., Pasadena, Calif., accepted as member of Southern Advertising Agencies Assn.

MRS. LAURA OMAN, assistant treasurer and secretary of J. R. Pershall Co., Chicago, begins duties in fall as treasurer of Women's Advertising Club of Chicago.

WILLIAM R. DUFFY returns to McCann-Erickson, New York, as television art director. Mr. Duffy was incorrectly identified in this column last week as W. R. Duggy.

PHIL KALECH Co., Chicago, moves to larger offices at 300 E. Illinois St. from 540 N. Michigan Ave. Phone number remains MOhawk 4-4755.

GENE GOLDSMITH, San Francisco advertising man formerly with Brisacher, Wheeler & Staff, has written a book, *Layout for a Corpse*, in which an advertising campaign turns into murder. Book has been published by William Morrow & Co., New York.

Announcing . . .

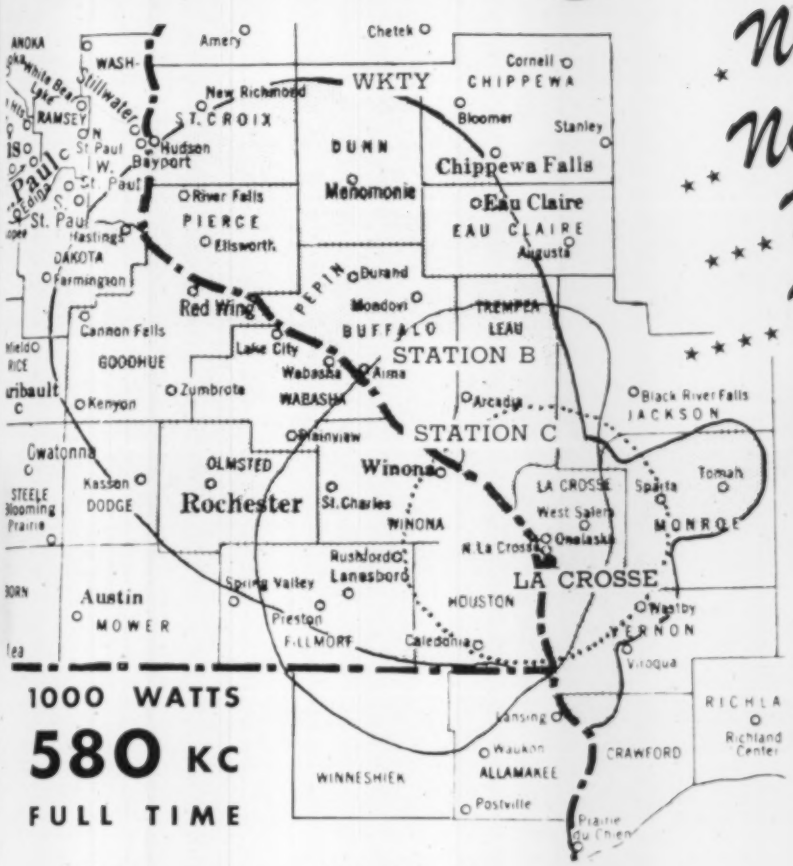
New Ownership
New Management
New Programming
New Representative
for

WKTY

LA CROSSE, WISCONSIN

plus

New program, promotion and merchandising policies to produce new sales results in the big prosperous La Crosse Tri-State market land.



1000 WATTS

580 KC

FULL TIME

Sales Management Market Data

for La Crosse County

Population	62,900
Families	18,000
Retail Sales, 1948	$74,868,000
Food Sales, 1948	$18,436,000
Drug Sales, 1948	$1,584,000
Effective Buying Income	$84,663,000
Per Capita	$1,346
Per Family	$4,704
Market Index	112

* Now the La Crosse Tribune station, of the progressive LEE syndicate of top rated newspapers and radio stations.

** VERL BRATTON, Vice-President and General Manager.

*** JOHN BONDESON, manager of programs, promotion & merchandising.

**** Now represented by WEED and Company, New York, Chicago, Boston, Detroit, Atlanta, Los Angeles and San Francisco.

IT'S NOW AN EVEN BETTER BUY, ON

WKTY

The La Crosse Tribune Station
LA CROSSE, WISCONSIN

BEST REGIONAL FREQUENCY **580** IN THE TRI-STATE MARKET

Watch the New WDSU

No Other New Orleans Station Develops So Many New Personalities And Such Economic AM-TV Packages!

RADIO

"1280 Matinee"

Dick Bruce (shown with Spike Jones) dispenses 90 minutes of records, guest stars and wit.

(Spot or Segment Participation Available)

VIDEO

"The Claire Nunn Show"

Claire Nunn, New Orleans' favorite chanteuse, now lends her champagne personality to television.

(Sponsored by D. H. Holmes Co. Ltd.)

See your JOHN BLAIR Man!

5000 WATTS • ABC •

EDGAR B. STERN, JR. President | ROBERT D. SWEZEY Executive Vice-President | LOUIS READ Commercial Manager

New Business

CALIFORNIA PACKING Corp., San Francisco, signs for sponsorship of *The Adventures of Rocky Jordan* over CBS Pacific and Mountain network. Account placed through McCann-Erickson, San Francisco, represents corporation's first major radio campaign since before war.

BRADSON Co., North Hollywood (garden sprays, plant ties), appoints Jordan Co., Los Angeles, to handle advertising. Television will be used.

FORT PITT BREWING Co., Pittsburgh, through its agency BBDO, New York, adds WICU Erie, Pa., to stations on which it is sponsoring telecasts of amateur fights. Others are WGAL-TV Lancaster, Pa., and WDTV Pittsburgh. Contract with latter station was recently renewed through Jan. 10, 1950.

BALIAN ICE CREAM Co., South Gate, Calif., (Franilla Ice Cream), starts four-week test spot campaign on eight Los Angeles area stations. Spots to run seven days a week, totalling 200 weekly on following stations: KMPC KFWB KLAC KFVD KFAC KRKD Los Angeles; KIEV Glendale; KXLA Pasadena. Agency: Tullis Co., Los Angeles.

CHRISTIE BISCUITS Ltd., Toronto (bread and biscuits), today starts fifth season of *Listen Ladies* on CKEY Toronto and CHML Hamilton, five days weekly. Agency: MacLaren Adv., Toronto.

Network Accounts • • •

PILLSBURY MILLS, Minneapolis, signs for *House Party* with Art Linkletter on full ABC network starting Sept. 19 on five-a-week schedule, 11-11:25 a.m. (CDT), with Hollywood origination. Agency: Leo Burnett, Chicago.

ALLEN B. DuMONT LABS. Inc., New York, receiver division, renews *Morey Amsterdam Show* for 13 additional weeks. Contract covers 30 DuMont station affiliates, nine of which air program live, and 21 by teletranscription. Show is viewed Thursday, 9-9:30 p.m.

GENERAL MILLS, Minneapolis, and DERBY FOODS, Chicago, will sponsor *The Adventures of Jack Armstrong* and *Sky King* on alternate days 5:30-6 p.m. (CDT) via ABC starting Sept. 5 and 6. Agencies are Knox-Reeves, Minneapolis, and Needham, Louis & Brorby, Chicago.

QUAKER OATS CO., Chicago, renews *Challenge of the Yukon* on 206 ABC stations for 52 weeks starting Sept. 12, Monday, Wednesday and Friday, 5-5:30 p.m. (CDT). Agency: Sherman-Marquette, Chicago.

MESSING BAKERIES Inc., New York, renews *Prize Party* on CBS-TV, Tuesday, 7-7:30 p.m. for 39 weeks. Agency: Blaine-Thompson Adv., same city.

MILLER BREWING Co., Milwaukee (High-Life Beer), renews Lawrence Welk and *High-Life Revue*, Wednesday, 8:30 to 9 p.m. (CDT) on ABC for 13 weeks from Aug. 31 through Klau-Van Pietersom-Dunlop Assoc., Milwaukee.

SKELLY OIL Co., Kansas City, Mo. (petroleum products), Sept. 5 renews for 52 weeks each *The Alex Drier Commentary*, five-a-week, and *This Farming Business*, Saturday, both from 7 to 7:15 a.m. (CDT), on NBC split network of 24 stations from Chicago. Agency: Henri, Hurst & McDonald, Chicago. **George Diefenderfer** is NBC Chicago account executive.

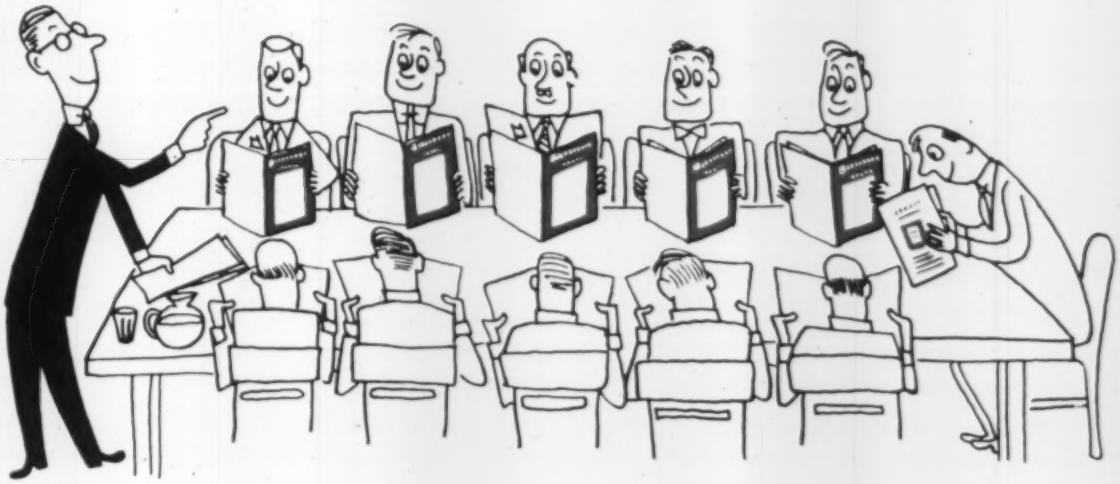
PET MILK SALES Corp., St. Louis, moves *Pet Milk Show* from Saturday 6:30 p.m. (CDT) to Sunday, 9:30-10 p.m. (CDT) Sept. 4 on full NBC network. Agency: Gardner Adv., same city.

MILES LABS., Elkhart, Ind., moves *Quiz Kids* on NBC-TV from Wednesday to Monday, 9-9:30 p.m. (CDT) starting Sept. 12. Agency: Wade Adv., Chicago.

Adpeople • • •

EDWARD E. MUHS, formerly sales representative of Spreckels Sugar Co., San Francisco, appointed sales promotion manager of Leslie Salt Co., same city.

everybody (who's anybody in radio advertising) reads BROADCASTING...



Monday morning is a bad time for a meeting at any important agency that places radio business. It's the day the postman brings BROADCASTING... and the very same day that top radio and television people read it from cover to cover.

Small wonder, then, that the gentlemen seated in this picture are paying scant attention to the gentleman who is standing. The conclusions they draw, the decisions they make while reading BROADCASTING are what really count.

Here's why...

BROADCASTING's circulation among agency people is one of the most valuable readership segments in the entire field of publishing, trade or otherwise.

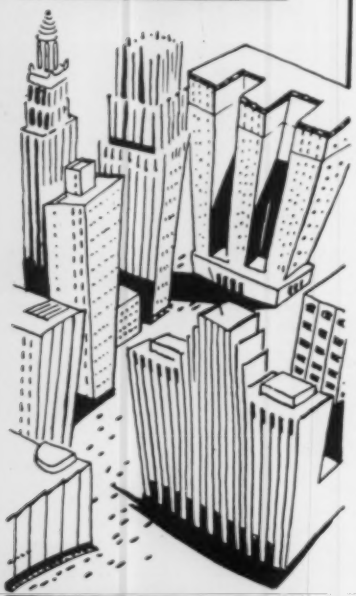
In 1948, for example, advertisers spent over 130 million dollars for network time. *Among agencies placing 92% of this fine amount, BROADCASTING averages 3.5 subscriptions each.* In the same year, almost 100 million was spent on spot (a new record). *BROADCASTING has at least one paid subscription per office among 87% of the agencies and advertisers who did the placing.*

Yessir... Monday is an important day at the agencies... good for radio, good for television, and very good indeed for BROADCASTING's advertisers.

LEADERSHIP MEANS READERSHIP

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Look



WHAT'S HAPPENING
in HOUSTON

K-NUZ is the only station in the big Houston market that has a gain in share of audience in all three periods (morning, afternoon and evening), Hooper index April-May, 1948, against Hooper index April-May, 1949.

SHARE OF AUDIENCE

Was Hooper April-May, 1948 Index		Now Hooper April-May, 1949 Index
	K-NUZ Morning	
6.6	8:00 a.m.-12:00 Noon	15.5
	K-NUZ Afternoon	
4.7	12:00 Noon-6:00 p.m.	10.2
	K-NUZ Evening	
5.6	6:00 p.m.-10:30 p.m.	10.7

MORNING 135% INCREASE
AFTERNOON 117% INCREASE
EVENING 91% INCREASE

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

"Your Good News Station"

k-nuz

9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

Feature of the Week

A HALF A YEAR after the birth of Prince Charles of England it now can be told how the British newsreels' exclusive on the first film of the child was nipped in the bud.

Mr. Mueller

NBC was supposed to have been supplied through BBC, but the British newsreels were alleged to have made them sign for British distribution only on TV. With that as a lever, the British newsreel combine passed over a copy to the American Newsreel Assn. saying they could distribute as they say fit. They planned to boycott TV with the film and did refuse to sell it.

This is told by Merrill Mueller of NBC London who goes on to say:

"I protested to the palace press officer about this and got nowhere because it was supposed to have been a decision made by Princess Elizabeth. I finally contacted her by telegram, explaining that millions of American viewers would be denied the pleasure of seeing her son in motion on their screens and that one industry was using a method of commercialization of a member of the royal family (supposedly forbidden) to squeeze out another industry.

"Something happened as a result of that telegram, because the next time I saw the palace officials they were suddenly cooperative and in a matter of a couple of hours had broken the newsreel exclusive to general distribution on the excuse of a 'misunderstanding.' The newsreels here are not so concerned about it, . . . but I have been tipped that the American outfits figure me as public enemy number one for doing them out of what was called a million-dollar exclusive."

VODKAN YOU VANT EEN MOSCOW (Ky.)?

Believe us, Comrade, you won't find borsht, caviar or vodka in Moscow (Ky.)! For all its capital-sounding name, it's just too small to buy much goodskis.

The Louisville Trading Area is Kentucky's one great thriving market for your goods. People in this 27-county area also have a 46% higher standard of living than do folks in the rest of the State. And WAVE gives you your rubles' worth in this market because we don't have to charge you for covering the collective rest of the State. Want to travel with us, Fellows?

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

On All Accounts

ON THE DOOR it reads "Joseph F. Hiddleston," but to every one in Seattle advertising the president of Hiddleston, Evans and Merrill is "Joe." And from the variety of his experience during his fifteen years, he might also be called "Mr. Radio."

Born in Modale, Iowa, January 13, 1901, Joe Hiddleston was raised and schooled in Omaha, where, in 1923, he married Dorothy Shepard. The same year, he started to learn selling, traveling for a shoe company. His first three jobs were for shoe firms, covering the Middle West and South.

JOE

Then, in 1934, he went to Seattle as account executive for the then-combined KOMO-KJR. During his six and one-half years with the stations, he built up the Bon Marche into the largest radio account of any department store in the country at that time, with a budget of over $50,000 a year during the difficult thirties.

Also while at the stations, Joe developed a show called *Mr. Wyde A. Wake*—quiz format based on current news events—which soon stood among the top five rated shows in Seattle. The program proved such a strong audience-puller that the sponsor, National Grocery Co., established new brands of coffee and syrup named for the show.

In January 1941, Joe joined Pacific National Advertising Agency as vice president, account executive and radio director. In addition to continuing supervision of the Wyde A. Wake show, a PNAA account, he developed a program with extensive merchandising angles for the Washington Cooperative Egg and Poultry Assn., a farm producers' organization.

With Marge McPherson, then also with the agency, Joe Hiddleston built *Punch and Judy's Cash Carnival*. Basic purpose of the show was to merchandise the Co-op's dairy products to families in their own neighborhoods. Using specially designed puppets built by the U. of Washington, the program was put on for a live audience in neighborhood theatres.

Later, the show was taken around the state, with considerable fanfare wherever it went. In Tacoma, for example, Mayor (now U. S. Senator) Harry Cain welcomed Punch to the city.

After a spell with Pacific National, Joe Hiddleston received a call from KIRO, which had recently

(Continued on page 62)

The Texas Rangers
"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations – ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH Productions
KANSAS CITY 6, MISSOURI

Gates "matched control"

Continuing the parade of new modern 1949 broadcasting equipment—**Matched Control**—for studio installations is offered to the progressive broadcasting station as the last word in engineering convenience, eye appeal and functional results for split-second operations.

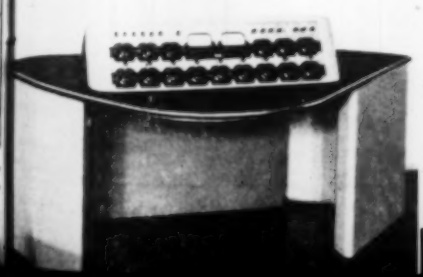
Matched Control is unification of control equipment where all apparatus is operator convenient and where more facilities can be handled in less time and confusion. **Matched Control** is impressive in its clean-cut modern business-like design. In short, **Matched Control** is the modern way. We at **Gates** have an attractive 12-page brochure on **Matched Control**—yours for the asking.

Keep modern—go Gates—all new for '49.

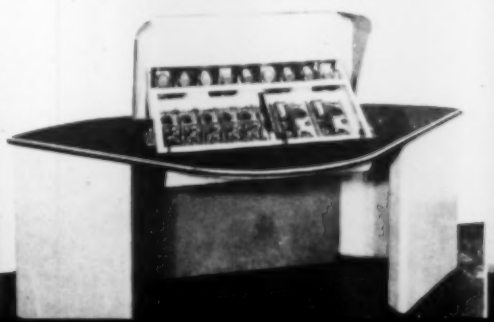
GATES RADIO COMPANY

MAIN OFFICE AND FACTORY—QUINCY, ILLINOIS
EASTERN ZONE OFFICE—WARNER BUILDING, WASHINGTON, D. C.
EXPORT—ROCKE INTERNATIONAL, 13 E. 40th, NEW YORK, 16

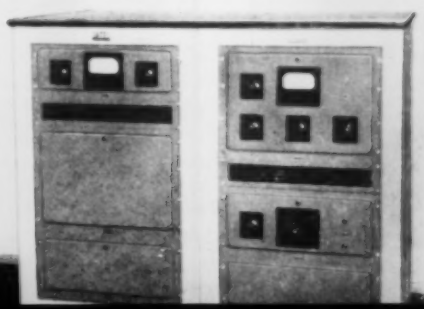
Gates CB-60 Desk with Gates SA-50 Dual Console therein. Designed for alert operation by eliminating fatigue. Attractive in gray stainless steel and linoleum top.



This is the CB-60 Desk with console tilted up providing finger-tip servicing. Console is exactly balanced and may be tilted back with the little finger.



Among the many matched control items are the new Gates waist high rack cabinets, available in any multiple and with or without linoleum covered work tops. Illustrated are two cabinets with work top attached.



XUM

you Need these two rich markets

WGAL-TV, Lancaster, Penna.

The only TV station located in this vital market. A clearer picture for viewers—NBC, DuMont and other network shows, plus local programming assure advertisers a fast growing audience. Too important to overlook in your TV sales plans.

Operated by WGAL, Inc., Established 1922

WDEL-TV, Wilmington, Del.

Initial TV service in this area. Your first opportunity to present your product with combined eye and ear appeal to these listeners. Audience amazingly large and growing because of local shows and NBC, ABC CBS and DuMont programs. Use this sales impact.

Operated by WDEL, Inc., Established 1922

Represented by

STEINMAN STATIONS

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

NBC AFFILIATES

BROADCASTING
TELECASTING

Vol. 37, No. 8 WASHINGTON, D. C., AUGUST 22, 1949 $7.00 A YEAR—25c A COPY

FCC BANS GIVEAWAYS

Issues Rules Effective Oct. 1

A FRONTAL attack upon radio's fabulous multi-million dollar program giveaways was loosed by the FCC last Friday with the promulgation of regulations effective Oct. 1, which would in effect ban virtually all such programs from the networks and stations as in violation of the criminal lottery statutes.

Action came by a 3-1 vote, with Comr. Freida B. Hennock dissenting. She opposed the majority conclusion that the FCC has the authority to interpret the Criminal Code, and proposed that Congress or the Dept. of Justice should be called upon for appropriate action.

It was doubted whether the regulations will become effective Oct. 1, because of the virtual certainty (1) that reargument will be sought before the FCC; (2) stations, networks or program owners in opposition will ask the courts to enjoin the FCC from making the rules effective pending a judicial determination of their validity.

ABC, most vitally affected among the networks, lost no time in hurling defiance at the FCC. In a formal statement Friday, branding the definition as "stigmatizing many radio and television programs as lotteries," ABC said it would make no changes in its programs as a result of the decision and proposed immediately "to test the legality of the FCC regulations."

Original Rules Similar

The rules, issued on the eve of the new fall radio season, were practically identical with those originally proposed by the Commission just a year ago (See Text on page 18). Voting for the action were Acting Chairman Paul A. Walker, and Comrs. George Sterling and E. M. Webster. Chairman Wayne Coy, who returned from Europe Friday, a day after the action was taken, and Comrs. Rosel Hyde and Robert F. Jones did not vote.

Because of the 3-1 split, it was deemed almost certain the reargument would be asked. If all members voted, the decision conceivably could be 4-3 against promulgation.

It is expected that no time will be lost in seeking court relief, when that course of action is available. Such a move was inferentially invited by the FCC, which for weeks has been practically deadlocked.

It was freely stated that the rules are aimed at termination of most all of the big network money and merchandise giveaways except those which may depend upon studio audience participation alone. And even these would not be entirely free from the test of lottery law violation.

Also affected are the scores of syndicated giveaways and local originations which, in the FCC's judgment, do not meet the anti-lottery law test. Under the rules any giveaway program would be considered in violation of the anti-lottery law (Section 1304 of the U. S. Criminal Code) if the winner's selection "is dependent in any manner upon lot or chance." Certain other conditions are specified.

The FCC, of course, holds the licensee responsible. The rules state that an application for construction permit, license, license renewal or "any other authorization" for the operation of a broadcast station "will not be granted" where the applicant proposes to follow or continue to follow a policy of broadcasting or permitting the broadcasting of any type of program covered in the rules. While it states that the determination of whether a particular program comes within the rules depends on the facts of each case, the definitions are sufficiently broad to cover practically the whole range of giveaways.

The mere act of listening to or viewing the program is construed as constituting the necessary element of "consideration".

'Nature of Radio'

The majority cited the "unique nature of the medium of radio" in establishing the element of "consideration" as something different than the theatre admission price or the purchase of newspapers and magazines.

"When considered in its entirety", the FCC said, "a scheme involving award of prizes designed to induce persons to listen to the particular program, certainly involves consideration furnished directly or indirectly by members of the public who are induced to listen."

The majority points out that Section 1304 of the Criminal Code makes the broadcast of any lottery, gift enterprise or similar scheme by any broadcast licensee punishable by fine, imprisonment or both. This provision, formerly Section 316 of the Communications Act, specified a fine of not more than $1,000 or imprisonment for not more than one year, or both, with each day's broadcast construed as constituting a separate offense.

At the FCC's oral arguments on the then proposed rules last fall, attorneys representing networks and licensees alike argued that the FCC lacked authority to issue such rules, and that they do not properly interpret the anti-lottery law. It is presumed that these points

(Continued on page 18)

JACKPOT ERA

$650,000 in Air Time Affected

THE FCC ruled on giveaways at a time when the four networks alone were carrying a total of 38 giveaways which occupied approximately $650,000 worth of air time per week and offered, by conservative estimate, some $185,000 worth of money and merchandise every seven days.

The $650,000 estimate pertained only to the value of the time devoted to the programs and did not cover talent and production costs which, impossible to obtain with any accuracy, would unquestionably amount to an impressive figure, perhaps equalling a third of the value of the time.

A rapid rundown of these mournful statistics divided the number of philanthropies as follows: ABC—13, CBS—8, NBC—7, MBS—10.

The most generous bait dangled by any single program is the $50,000 jackpot on CBS *Sing It Again*. Half of that small fortune is in cash, the other half in assorted refrigerators, automobiles, and other expensive baubles.

NBC, which a year ago officially shuddered at the mention of the word, has a giveway that is the second most heavily endowed. It is called *Hollywood Calling* and its prize is an alleged $27,500 worth of merchandise.

ABC Show Pioneer

ABC's *Stop the Music*, a pioneer in hand-out programming which in its early days was one of the most popular programs on the air, is offering merchandise worth roughly $20,000. Although *Stop The Music* was unchanged in time or format, it had fallen out of the top 15 Hooperatings last week. Nor was any other giveaway among that select company.

Mutual's reliable *Queen for a Day* is doling out an average of $12,500 worth of merchandise each week and is the biggest cornucopia on that network.

Giveaway programs offered a wide range of loot, ranging from as little as 1,000 pennies awarded in something called a "Penny-pincher" contest on ABC's *Shoppers Special* to the $50,000 in money and goods on CBS *Sing It Again*.

By networks, the giveaways are:

ABC: *Add a Line, Betty Crocker Magazine of the Air, Breakfast in Hollywood, Break the Bank, Bride and Groom, Chance of a Lifetime, Jay Stewart's Fun Fair, Johnny Olsen's Get-Together, Kate Smith Calls, Ladies Be Seated, Name The Movie, Shoppers Special, Stop The Music.*

CBS: *Sing It Again, Spin to Win, Grand Slam, Hit the Jackpot, Beat the Clock, Winner Take All, Bob Hawk's Show, Give and Take.*

MBS: *Queen for a Day, Tell Your Neighbor, Can You Top This, Fishing and Hunting Club of the Air, Meet Your Match, Sing for Your Supper, Man on The Farm, True or False, Take a Number, Twenty Questions.*

NBC: *Hollywood Calling, Take It or Leave It, Quiz Kids, Welcome Travelers, Mind Your Manners, Dr. I. Q., Double or Nothing.*

XUM

FCC Bans Giveaways

(Continued from page 17)

will be raised in the upcoming all-out legal attack.

The position of Comr. Hennock in general coincided with the opposition at the arguments. Miss Hennock felt that the courts should be called upon to interpret the lottery statutes on the facts in each particular case. Or, she held, there should be a specific mandate from Congress.

It was generally believed that Comr. Jones, at home ill when the final vote came last Thursday, would have dissented from the majority view.

The FCC majority, in voting the crack-down after weeks of intermittent discussion, is understood to have concluded that it took the most desirable and least drastic course since it has opened the way for court adjudication of the highly controverted issue.

An alternative course, it was pointed out, would have been to cite stations on license renewal. This would have placed the burden of proof upon the stations, and their licenses in jeopardy. The result probably would have been wholesale cancellation of giveaway programs by affiliates loath to run the regulatory risk. The networks would be hit through their owned-and-operated stations.

Dismisses Objections

In its 2500-word opinion, the FCC majority first dismissed the "two major objections" to the rules—(1) that it lacked authority to promulgate regulations, and (2) that if it possessed such rule-making authority, the rules proposed do not legally set forth violations of the anti-lottery law.

Answering contentions that the Commission could not adopt general rules setting out in advance for the information of licensees the course of action it intends to pursue, the majority held that the determiniation to issue "interpretative rules rather that to enunciate its views from case-to-case is not only proper but, under the circumstances, the only reasonable course for us to have taken." It added:

It should be made clear that these rules are not intended to require any licensee to refrain from taking any action which is not already forbidden by statute. They merely set forth, to the extent that any general statement is possible, the Commission's interpretation of the existing Congressional mandate with respect to broadcasts of lotteries, gift enterprises, and similar schemes. As such, they will provide licensees with information by which they may better determine, in advance of Commission action in licensing proceedings, the interpretation of the law which the Commission will follow in determining the legality of particular programs in licensing proceedings.

Further supporting its contention of authority to promulgate interpretive rules, the majority continued:

In view of the almost infinite variety of program format details possible in connection with "give away" schemes, interpretation of the statute solely on a case-to-case basis may readily leave licensees in deep confusion as to the applicability of the statute in situations other than the precise scheme involved in a particular case. But despite the variety of possible details, a number of common recurrent features, which embody the elements at which the statute is aimed, can be identified in order to clarify the application of the statute in particular situations. Announcement of interpretative rules in an area where the details may obscure the more general principles which are readily identified, thus serves both to diminish the perils of uncertainty and to remove the refuge of the opinion of counsel, which may vary not only with different cases, but with different counsel. Just as the licensee is entitled to come before the Commission and state that he relied on the opinion of counsel in determining what was illegal and contrary to the public interest, so the Commission may afford the licensee guidance by stating what it believes the law to be in the form of interpretative rules.

The FCC emphasized that any person having property interests adversely affected by the rules has an immediate opportunity for court adjudication.

"Since any such interpretive rules are controlling in any court review only to the extent that they are found by a review court to embody a proper interpretation of the law they purport to interpret," said the decision, "adoption of the rules may make available to persons who may have property interests directly and immediately affected adversely by their adoption an opportunity to secure a judicial determination of the validity of any such application of the rules in advance of Commission action in licensing proceedings and without the expense, delay in time and licensee jeopardy which would be involved if the Commission's interpretation of the law were to be developed and disclosed only in the course of such proceedings."

The majority held that contentions that the Commission can announce principles of law only on a case-to-case basis had repeatedly been rejected by the courts in a long series of radio cases. In answering the challenge that the regulations are invalid because they lay down general conditions for the grant of licenses instead of reserving decision until the issues arise upon application, the Commission said that such a doctrine "would go far to destroy the power to make any regulations at all."

The majority said it was convinced, after examination of the arguments presented, that the features of the programs covered by the rules come within the scope of the language "lotteries, gift enterprises or similar schemes dependent in whole or in part on chance" set forth in the Criminal Code.

It said it was unnecessary to resolve the question of the extent to which the statutory terms "gift enterprises or similar scheme" may include more than the statutory term "lotteries." It said it had concluded that the term "lottery" includes more than the popular conception of "lottery."

Element of 'Prize'

The element of "prize" was construed as raising no substantial problem, since the Commission contended that all of the program "schemes" described in the rules involve the distribution of money or other valuable prizes. Similarly it said there was no "serious question" concerning the element of chance. While there are many bona fide contests in which the element of skill is primarily determinative, the Commission said that in each of the cases set forth in the rules, the element of chance "determines in whole or in part the identity of the persons to whom the prize is to be awarded."

The only "substantial issue" presented is whether such programs also involve the element of "consideration" assuming it to be a necessary element of schemes forbidden by the statute. "We think," the majority concluded, "that in each of the instances specified by the rules, consideration of some form is present."

It was in connection with "consideration" that the FCC launched into a lengthy and complicated dissertation. Simply stated, the Commission concluded that there was "consideration" when a scheme is designed to induce the public to stay at home and listen in order to win. This was described as a "detriment" to those induced to listen and as a benefit to the licensee who sells the time and "circulation to the sponsor and to the sponsor as well, who presents his

(Continued on page 28)

Text of Ruling Governing Giveaways

Following is the text of the FCC's Public Notice on "Lotteries and Give-Away Programs":

Rules governing the broadcast of lotteries and give-away programs, to become effective October 1, 1949, were announced Aug. 19 by the Federal Communications Commission in a Report and Order in Docket 9113. They are incorporated as Sections 3.192, 3.292 and 3.692 of Part 3 of its Rules and Regulations Governing the Radio Broadcast Services and read as follows:

"*Lotteries and Give-Away Programs*—(a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a broadcast station, will not be granted where the applicant proposes to follow or continue to follow a policy or practice of broadcasting or permitting 'the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes.' (See U.S.C. S 1304)

"(b) The determination whether a particular program comes within the provisions of subsection (a) depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of subsection (a) if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize:

(1) such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

"(2) such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

"(3) such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly; or

"(4) such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question."

These new rules are for the guidance of all broadcast licensees and other interested persons as the stated policy which the Commission will follow in licensing or renewing the licenses of AM, FM and TV broadcast stations on the basis of its interpretation of Section 1304 of the U. S. Criminal Code which prohibits the broadcast of any lottery, gift enterprise or similar scheme.

They are the result of the Commission's rule-making proprosal of August 5, 1948, as supplemented on August 27, 1948, and subsequent filings with oral arguments before the Commission en banc on October 19, 1948.

Commissioner Hennock dissented.

NETWORK SALES STEADY

PIB Figures Show

GROSS network time sales for the first half of this year failed to reflect, in any significant degree, the recession which was widely discussed in that period.

According to the latest figures prepared by Publishers Information Bureau and released last week, gross network time sales for January through June 1949 were only 1.2% below sales in the comparable period last year.

In dollars, the total gross time sales for the first half of this year were $100,838,725. They were $102,092,347 in the same period of 1948.

The total sales for June 1949 were an inconsequential 0.9% below those of June last year.

The slight dip in gross network time sales has been evident since February, but the latest PIB figures, bringing the record up through June, show the comparison between this year and last is improving.

Total sales in May this year were 1.5% below those for May 1948 [BROADCASTING, July 25], whereas the June differential was only 0.9%. At the end of the first five months of this year total sales were off 1.3%, compared with 1.2% at the end of six months.

The biggest buyer of network time in June was Procter & Gamble Co., which spent $1,407,639 (see Table I). Its total includes expenditures under Food and Toiletries categories as well as under Soaps, in which it was the leading advertiser.

Sterling Drug Co. was the next heaviest investor, spending $630,423, and General Foods was third, with $610,080.

Advertisers in the Food & Food Products category have led all others by far in network time expenditures for the first half of the year (see Table II). Those in Toiletries & Toilet Goods were second, and Tobacco advertisers were third.

* * *

TABLE I

TOP TEN NETWORK ADVERTISERS JUNE 1949

1. Procter & Gamble	$1,407,639
2. Sterling Drug Co.	630,423
3. General Foods	610,080
4. Campbell Soups	547,215
5. Miles Labs Inc.	545,845
6. General Mills	513,155
7. Liggett & Myers	494,710
8. Lever Bros. Inc.	479,945
9. R. J. Reynolds	284,589
10. General Electric Co.	248,664

Source—Publishers Information Bureau

* * *

Table II

GROSS NETWORK TIME SALES

	JUNE 1949	JAN.-JUNE 1949	JUNE 1948	JAN.-JUNE 1948
Agriculture & Farming	62,205	600,968	145,749	740,189
Apparel, Footwear & Accessories	75,162	700,594	104,624	750,213
Automotive, Automotive Equipment & Supplies	662,587	4,252,114	538,034	4,019,556
Aviation, Aviation Accessories & Supplies				
Beer, Wine & Liquor	92,487	456,438	100,989	633,346
Building Materials, Equipment & Fixtures	102,754	667,415	57,161	561,007
Confectionary & Soft Drinks	466,091	3,736,866	539,570	3,825,757
Consumer Service	81,217	870,065	164,994	1,338,549
Drugs & Remedies	1,742,748	10,481,778	1,903,766	11,710,856
Entertainment & Amusements				
Food & Food Products	3,660,734	23,955,357	3,644,468	24,995,604
Gasoline, Lubricants & other Fuels	408,066	3,224,148	444,398	3,001,135
Horticulture		91,968		98,946
Household Equipment & Supplies	706,590	4,333,850	703,578	4,197,447
Household Furnishings	95,214	623,773	100,018	654,801
Industrial Materials	174,593	1,171,573	63,996	1,004,600
Insurance	328,578	2,019,956	328,339	2,119,574
Jewelry, Optical Goods & Cameras	147,874	1,118,656	91,020	385,383
Office Equipment, Stationery & Writing Supplies	149,406	862,374	187,596	1,331,290
Publishing & Media	37,520	491,581	129,219	835,250
Radios, TV Sets, Phonographs, Musical Instruments & Access.	16,182	731,545	64,495	966,058
Retail Stores	6,870	34,350		
Smoking Materials	1,961,159	11,855,945	1,710,733	10,338,055
Soaps, Cleansers & Polishes	1,697,559	10,719,231	1,755,498	9,931,942
Sporting Goods & Toys				
Toiletries & Toilet Goods	2,542,270	15,821,813	2,640,836	17,211,072
Transportation, Travel & Resorts	71,232	622,652		
Miscellaneous	198,095	1,393,715	209,765	1,356,422
TOTAL	15,487,193	100,838,725	*15,631,141	*102,092,347

* In June 1948 there was a political category amounting to 2,295.

Source—PUBLISHERS INFORMATION BUREAU

* * *

TABLE III

TOP NETWORK ADVERTISER FOR EACH PRODUCT GROUP IN JUNE

Agriculture & Farming	Allis Chalmers Mfg. Co.	$ 33,162	Industrial Materials	U. S. Steel	109,973
Apparel Footwear & Accessories	Frank H. Lee Co.	33,172	Insurance	Prudential Insurance Co.	161,410
Automotive, Automotive Acces. & Equipment	Ford Motor Co.	124,720	Jewelry, Optical Goods & Cameras	Speidel Co.	39,744
Aviation, Aviation Access. & Equip.			Office Equipment, Stationery & Writing Supplies	Hall Bros. Inc.	82,986
Beer, Wine & Liquor	Pabst Sales Co.	53,308	Publishing & Media	Christian Science Pub. Co.	25,008
Building Materials, Equip. & Fixtures	Johns Manville Corp.	102,754	Radios, TV Sets, Phonographs, Musical Instruments & Access.	Philco Corp.	16,182
Confectionery & Soft Drinks	Coca Cola Co.	181,090	Retail Stores	First National Stores	6,870
Consumer Services	Bell Telephone Co.	65,124	Smoking Materials	Liggett & Myers Tobacco Co.	494,710
Drugs & Remedies	Sterling Drug Co.	630,423	Soaps, Cleansers & Polishes	Procter & Gamble	1,001,662
Entertainment & Amusements			Sporting Goods & Toys		
Food & Food Products	General Foods	613,710	Toiletries & Toilet Goods	Lever Bros. Inc.	416,673
Gasoline, Lubricants & Other Fuels	Sun Oil Co.	88,832	Transportation, Travel & Resorts	Assn. of American Railroads	69,600
Horticulture					
Household Equip. & Supplies	General Electric Co.	248,664			
Household Furnishings	International Silver Co.	59,804	Miscellaneous	Lutheran Laymen's League	32,517

Source—PUBLISHERS INFORMATION BUREAU

WASH. AD GROUP

To Spend $100,000 in '50

WITH $40,000 spent this season in radio, newspapers and outdoor promotion by the recently formed Washington State Advertising Commission, plans are being formulated to expend $100,000 next year. This was reported Tuesday (Aug. 16) by Loren Stone, general manager of KIRO Seattle and a member of the non-salaried commission, at a meeting of the Seattle Advertising and Sales Club.

Mr. Stone also reported that despite the late start this year for the tourist season, radio had been found particularly effective to reach travelers and residents in the high-temperature areas of California, Idaho and Montana.

A series of 26 announcements on 18 stations in 16 markets was scheduled by the commission, with emphasis on the family aspect of vacation travel. Mr. Stone indicated that the commission is considering expansion of its efforts into additional markets next year. He also disclosed that the commission has invited bids from advertising agencies to handle next year's campaign. This year, the promotion was placed with the Seattle agency of Mac Wilkins, Cole & Weber.

'Cisco' Adds Nine

FREDERIC W. ZIV Co., New York and Cincinnati, producer of open-end transcribed shows, announced last week the following new outlets for its *Cisco Kid* series: KOSA Odessa, Tex.; WIRL, Peoria, Ill.; WAGM Presque Isle, Me.; WPUV Pulaski, Va.; KRNR Roseburg, Ore.; KMA Shenandoah, Iowa; WCVS Springfield, Ill; WJRD Tuscaloosa, Ala., and WGNI Wilmington, N. C.

SCHENLEY

200 Stations Said Ready for Ads

COMMITMENTS to carry hard liquor advertising have been received from more than 200 radio stations by Schenley Distillers Inc., according to S. D. Hesse, Schenley advertising coordinator.

He made that known to BROADCASTING last Thursday through a company spokeman, adding that stations so changing their policies were in part independents and in part network affiliates.

At the same time, he let it be known that the Schenley plans are by no means in their final stages. Schenley advertising agencies are readying at least six shows for an audition early in September.

These shows, and possibly others, will have to run the gauntlet of a Schenley review which will consider them from the standpoint of audience appeal and appropriateness.

Up to last weekend, too, no networks had signed with Schenley nor was it expected that any further developments looking toward contract signings would be in process at least until after the first week in September.

Duffy's Tavern, a show on which it was reported Schenley might attach a hard liquor commercial, was signed on the NBC network on Thursdays, 9:30 to 10 p.m. on behalf of beer products of Blatz Brewing Co., Milwaukee, a Schenley subsidiary. A spokesman for the agency on this account, Kastor, Farrell, Chesley & Clifford Inc., said a wine hitchhike would also ride along with the beer commercial.

A report further persisted, too, that Schenley still wishes to attach a hard liquor hitchhike to the *Duffy* program and that efforts to reach that conclusion have gotten to the point where only contract language has to be straightened out.

Meanwhile FCC told Sen. Edwin Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, that its judgment on license renewal applications "is one related to overall program service and the extent to which a particular licensee is rendering a well-balanced program service in the public interest in the community which he serves" [CLOSED CIRCUIT, Aug. 15].

In a tongue-in-cheek reply released last Monday, the Commission conceded limited authority, but added it is aware of the "seriousness of the matter" and promised to "exercise whatever author-

(Continued on page 39)

XUM

HOUSEHOLD GOODS

Market Up 7 Millions

ADVERTISERS of household goods and products have gained a potential buying market of approximately seven million new customers since 1940, according to a preliminary report of the number of households in the United States released last week by the Bureau of the Census. This is the largest increase in the history of the country for a comparable period, according to Philip M. Hauser, acting director of the Census Bureau.

There were about 42,107,000 households in April 1949, as compared to 34,949,000 enumerated in April 1940. These figures show a gain of about 20.5% in the number of households from 1940 to 1949. Married couples who had not established a household yet this year totaled approximately 2,156,000—these couples sharing living quarters with other persons or living in hotels, rooming houses or other quasi households.

The 1949 figures were obtained from a sample survey of the population. Figures for 1940 came from 1940 census reports.

'NAMES' SERIES

To Be Launched by BPS

FEATURING interviews with "names", and known as *Hollywood Brown Derby*, Broadcasters Program Syndicate, cooperative station transcription group, will shortly launch production of five weekly, quarter hour series for which $150,000 has been allocated, according to Bruce Eells, head of the firm.

BPS, which currently has a total of 196 member-stations, already has three programs being carried by member stations, including *Pat O'Brien From Hollywood*, *Frontier Town* and *The Adventures of Frank Race*.

HELBROS WATCH

Renews 'Quick As a Flash'

HELBROS WATCH Co., New York, will sponsor *Quick As a Flash* [CLOSED CIRCUIT, Aug. 15] starting Sept. 24, Saturday, 7:30-8 p.m. on the full MBS network.

Helbros has sponsored the program on Mutual since September 1944. This marks the sixth consecutive year for the advertiser on the show. Dorland Inc., New York, is the agency.

WFAK To Be WPAL

WFAK Charleston, S. C., changes its call letters to WPAL Sept. 1. General Manager Laurens P. Moore says move was made in order to designate better Palmetto Broadcasters, name under which firm operates, as a partnership of George G. Weiss and Mr. Moore. WFAK is a daytime independent with 1 kw, on 730 kc.

Drawn for BROADCASTING by Sid Hix

"Psst! Stick around, Bud, this is a takeaway—not an illegal giveaway!"

PETTEY RESIGNS

Lebhar Seen As WMGM Head

RESIGNATION of Herbert L. Pettey, for the past 13 years executive director of WMGM New York, to enable him to devote himself to private business interests, was announced today (Aug. 22) by Nicholas M. Schenck, president of Loew's Inc. Mr. Pettey will continue with Loew's in an advisory radio capacity upon termination of his executive directorship Aug. 31.

While no announcement was made as to Mr. Pettey's successor, it was understood that Bertram Lebhar Jr., sales director for the past ten years, will be named managing director. Frank Roehrenbeck is general manager.

Mr. Pettey will assume the presidency of Parx Products Inc., manufacturer of a cosmetic product shortly to be placed on the market, and for the present will headquarter in New York. Other business interests include part ownership of WEMP Milwaukee and KJBS San Francisco. He also is identified with the ownership of the Central Alarm Systems de Mexico, S.A., a burglar alarm operating company.

One of his associates in these ventures is William B. Dolph, executive vice president of WMT Cedar Rapids, Iowa, and head of Radio Productions Inc. of Washington.

Mr. Pettey joined WMGM (former WHN) in 1936. Prior to that, he was radio director of the Democratic National Committee and also had served as Secretary of the Federal Radio Commission and of the FCC. A native of Kansas City, he was in the film distribution business prior to assuming public office in Washington.

Mr. Lebhar, who has been identified with commercial radio in New York for more than two decades, joined the sales staff of WOR New York in 1931 and remained for five years. He joined WHN in 1939 as sales head, relieving Mr. Pettey, who had been acting in the dual capacity of station director and commercial manager. He was born in New York City in 1907 and is a Cornell graduate, class of 1926.

Messrs. Pettey (l) and Lebhar chat informally.

Treasury Cites SCBA

SPECIAL citation has been given Southern California Broadcasters Assn. by U. S. Treasury Dept. for "major influence in putting recent Savings Bonds drive over the top in every county in the area."

GE OFFERS

Ziv Shows at Reduction

GENERAL Electric Co., Bridgeport, Conn., has advised its dealers they can buy shows produced by Frederic W. Ziv Inc., New York and Cincinnati, at a price 25% below usual local rates, as a result of a special arrangement between the appliance manufacturer and the program company.

GE has sent a bulletin to its major distributors, advising them that they can use Ziv programs and place them locally on the regular GE "major appliance cooperative plan." According to the Ziv company, this is the first time GE has recommended the use of independently-produced programs to its dealers.

WDAK JOINS NBC

Brings Affiliates to 171

NBC last week announced the affiliation with its network of WDAK Columbus, Ga., a station previously affiliated with ABC. WDAK is owned and operated by Radio Columbus Inc., and operates with 250 w, fulltime on 1340 kc. Allen W. Woodall is general manager of the station, whose addition brings to 171 the total of NBC affiliates.

ABC meanwhile has also picked up WSAC Columbus as a secondary affiliate. That station is currently an MBS basic affiliate, and operates on 1 kw, full time on 1460 kc. WSAC was recently purchased by the Columbus Ledger-Enquirer Co., subject to FCC approval.

BENTON & BOWLES

Drops McKesson & Robbins

BENTON & BOWLES Inc., New York, last week resigned its McKesson & Robbins Inc. accounts which represented approximately $500,000 in yearly billings.

The drugs and cosmetics concern consequently announced that effective Sept. 1, Tawn men's toiletries will be handled by Ellington & Co., and J. D. Tacher & Co. will handle Tartan suntan lotion. The latter account has been in the past, and will probably continue to be, a fairly heavy user of spot radio.

Denies FTC Charges

CHARGES of false radio advertising lodged against William LaRue, Omaha, Neb., by the Federal Trade Commission have been denied by Mr. LaRue in an answer filed with the Commission. The complaint charged that certain claims for his product, Master Scalp Treatment, aired on KOWH Omaha and KFNF Shenandoah, Iowa, were "false and misleading" [BROADCASTING, July 25]. He denied certain representations and admitted others. Hearings will be held, FTC said.

FOOTBALL SPONSORS

SPONSORSHIP of the major gridiron games of the 1949 season began to take tangible form with reports starting to come last week on completed contracts. Both radio and television are on the agenda of advertisers which include Chevrolet, Standard Oil of Indiana, Tidewater-Associated Oil Co., Richfield and others.

A roundup of last week's activities shows:

* * *

Chevrolet, Standard Oil of Ind. Buy Big 9, Notre Dame Video

SIXTEEN Big 9 and Notre Dame games will be telecast alternately on WGN-TV and WBKB Chicago starting Sept. 24 under sponsorship of Chevrolet Motor Division, General Motors, and Standard Oil of Indiana.

Chevrolet has bought five Notre Dame games to be telecast exclusively on the DuMont network. It has also signed for those between Wisconsin and Illinois, Michigan and Illinois, Wisconsin and Northwestern and Indiana and Illinois. The entire Northwestern schedule from Evanston, Ill. [five games] will be sponsored by Standard Oil on the two Chicago stations.

Stations will also carry the six Illinois home games from Champaign.

Exact division of games between WGN-TV and WBKB has not been decided because of date conflicts, which also involve Notre Dame play. Notre Dame series of five includes—Sept. 24, Indiana at Notre Dame; Nov. 12, Tulane at Notre Dame; Nov. 12, North Carolina at Yankee Stadium; Nov. 19, Iowa at Notre Dame; Nov. 26, Southern California at Notre Dame.

Neither station would release a confirmation or details of the Illinois and Northwestern arrangements, although a formal announcement of the Notre Dame pickups was made two weeks ago. All Notre Dame games will be fed from Chicago to the DuMont network except for that in Yankee Stadium, to be originated by WABD New York.

Northwestern originally asked $20,000 for the home series, while Illinois was reported to have set a $2,000 per-game figure for its series of six. Line charges of about $1,100 for each Illinois game are believed to have brought the package price to around $45,000, including agency commission. The Notre Dame price, also unconfirmed, has been reported as high as $10,000 per game.

Local Chevrolet dealers in Columbus are backing Ohio State football on WLWC. Lineup includes five home games.

Five U. of Minnesota home games have been bought by Standard Oil of Indiana on KSTP-TV Minneapolis-St. Paul.

WTMJ-TV Milwaukee will telecast five U. of Wisconsin games from Madison.

Although the sale of Big 9 television rights is an institutional rather than a conference matter, with each school setting its own fee, members delegated authority to the conference for sale of post-game film rights. Ford Dealers Advertising Committees, New York, will sponsor a film version of Big 9 and Notre Dame games in Chicago through J. Walter Thompson Agency. Replays may be telecast on a partial network. Outlets have not been decided upon.

Campbell-Ewald, Detroit, is agency for Chevrolet, and McCann-Erickson for Standard Oil.

* * *

Colorado Slate Again By Standard Oil of Ind.

STANDARD OIL of Indiana for the third consecutive year has contracted for the entire 10-game slate of the U. of Colorado on KOA Denver. Station has broadcast the Buffaloes' games for past 12 years.

Announcement by KOA General Manager Lloyd Yoder stated that the station's sports crew will be headed by Special Events Director Bill Day and Announcer Starr Yelland.

* * *

Eagle Pro Game Slate To 40 Independents

WEIGHTMAN, Inc., Advertising, Philadelphia, has acquired the rights to broadcast the 1949 games of the Philadelphia Eagles, National Football League champions, it was announced on Aug. 15 by the Eagles and Weightman.

In its successful bid for Eagles rights, the young Philadelphia agency acted on behalf of its client, Sports Broadcast Network, new organization for airing championship sporting events of all varieties over a wide network of independent stations.

Starting with WPEN Philadelphia as key station outlet, Sports Broadcast already has signed 40 stations to carry its attractions. General manager of the network is Jack Rensel, on loan from Weightman where he is a vice president and account executive.

Play-by-play announcer for the Eagles games will be Franny Murray, former Eagles star.

In addition to the Eagles' full league schedule of six home and six away games, the network is carrying four exhibition clashes which began with Green Bay at Green Bay, Wis., Aug. 20.

Along with the live play-by-play coverage, Sports Broadcast is furnishing a one-hour Eagles' personalities show to be supplied both live and transcribed.

* * *

Tidewater for Stanford; Signs Others in West

EXCLUSIVE TV rights have been granted Tidewater-Associated Oil Co. to Stanford U.'s 1949 home games. Stanford is considered key policy maker in the Pacific Coast Conference, which, heretofore, has maintained fear of TV effects on gate receipts.

Although cost of the games was undisclosed, it was understood KPIX (TV) San Francisco bid "more than $17,000." In all, three bids were made, with Tidewater's offer the highest, Al Masters, Stanford's director of athletics said. Still to be negotiated was which of San Francisco's two TV stations, KPIX or KGO-TV, would telecast the games.

Stanford plays eight games this season, beginning with San Jose State on Sept. 17 and including Michigan, California, UCLA, Oregon State, Santa Clara and Idaho. Mr. Masters said PCC members California, Oregon State and UCLA only will share in TV payments, the division of which is unknown. Expected to spur TV thinking of other conference schools is Mr. Masters' attitude—he is convinced TV, in the long run at least, will boost game attendance.

This marks a second season of football TV for Tidewater which last fall sponsored home games of Loyola U. in Los Angeles. It also sponsored the Shrine East-West football tilt at San Francisco last New Year's Day and the national collegiate tennis tournament in Los Angeles the spring of 1948. The company, which has signed radio rights for football games of most Western colleges, has not yet decided the stations it will place. Speculation has the most important games going to CBS Western Network. In the past, Mutual-Don Lee Network received them.

* * *

Esso on 20-Stations For U. of Arkansas

MARSCHALK and Pratt Co., New York, are setting up a regional

(Continued on page 39)

Chevvy, Esso Sign

Buyers' Series

THE SEVEN-ARTICLE series, "How the Buyers' Market Can Mean Business for Broadcasting," concluded Aug. 15 in BROADCASTING, is being reprinted in booklet form and will be ready for subscribers in about two weeks. The series includes advice and selling tips from some of Radio's most successful executives. The Editors of BROADCASTING believe that every salesman of radio time can benefit by reading these articles. We hope each advertiser, agency or station subscribing to the magazine will send for a free copy. Additional copies may be obtained for 15c each. Address BROADCASTING, "Business for Broadcasting Series," 870 National Press Bldg., Washington, D. C.

PROCTER & Gamble Radio Director W. M. Ramsey and Mrs. Ramsey lunch on the fly before leaving by plane with NBC's *Welcome Travelers* cast for a two-week tour of American airlift bases in Europe. Tommy Bartlett, who emcee's the five-a-week Chicago-originated show, took his complete talent and production crew along for guest appearances.

XUM

CENSUS

Hauser Would Include TV Set Count

By J. FRANK BEATTY

NATIONWIDE count of television sets will be taken in connection with the 1950 U. S. Census, if the Census Bureau's new director, Philip M. Hauser, can arrange it.

Mr. Hauser, radiating confidence in television's potentialities, told BROADCASTING last week just after assuming his new office that he believes a count of radio homes "would not make sense unless it includes television receivers."

Mr. Hauser

Though the tentatively approved list of 1950 census questions merely asks if there is a radio in the dwelling [BROADCASTING, Aug. 15], there still is time for revision of the questions. Actually, final decision on census questions may not be made until Congress decides how much money to appropriate for the project.

Mr. Hauser had his first look at the census questions last Tuesday. Wording of the radio question in the housing portion of the census caught his eye and he asked why television wasn't included.

What clinched his belief that a radio homes count should include the visual medium was a recent motor trip. Everywhere he went, Mr. Hauser said, he saw television antennas. He was surprised to find them a hundred and more miles from a TV transmitter. Farmers have large numbers of receivers, he observed.

"I'm rooting for a television question if I can get it in under the budget," Mr. Hauser said. "I'm reasonably confident it will be in. The final decision will be made in the near future."

The tentative video question would follow the radio question in the housing segment of the census enumerator's questionnaire. It would read as follows: "Is there a TV (or television) set in this unit? Yes; No."

As in the case of the radio set question, it would be asked in 20% of U. S. homes. Mr. Hauser said the bureau's protests of the census have led to new sampling techniques by which it will be possible to ask more questions. A rotating system of questions will be set up for enumerators, with results described as highly accurate.

Asked if an FM question might be added, Mr. Hauser said the bureau has studied the problem carefully and feels it will be difficult to get accurate FM data because many listeners cannot distinguish the AM and FM techniques.

A. G. SPAULDING

Set For Forest Hills

A. G. SPAULDING & BROS., New York, has completed lining up its custom-made network [CLOSED CIRCUIT, Aug. 15] to sponsor the broadcasts of the national tennis matches on Sept. 4 and 5 in Forest Hills, L. I. from 3 to 5 p.m. (EDST).

The broadcast will be fed to the network by WQXR in New York, as will also be done when the firm sponsors the Davis Cup tennis matches Aug. 26-28 on a seven station hookup [BROADCASTING, Aug. 15]. Agency for Spaulding is Hanly, Hicks & Montgomery, New York. The 32 stations to carry the national tennis match under Spaulding sponsorship are:

WGST Atlanta, WARL Arlington, KTBC Austin, WCOP Boston, WBNY Buffalo, WCFL Chicago, WKRC Cincinnati, WERE Cleveland, WRR Dallas, KFEL Denver, WKMH Detroit, KTRH Houston, WPDQ Jacksonville, WBCC Bethesda-Chevy Chase, WMPS Memphis, WAAT Newark, WMIN St. Paul, WWL New Orleans, KROW Oakland, KWKW Pasadena, WPAT Paterson, WIP Philadelphia, KQV Pittsburgh, KXLW St. Louis, KUTA Salt Lake City, KYA San Francisco, KXA Seattle, WSPR Springfield and WQXR.

RONZONI PLACES

More Time Through Mogul

RONZONI MARCONI Co. Inc., Long Island City, N. Y. through its agency, Emil Mogul Co., New York, is preparing an expanded radio campaign for fall and winter.

In areas where Ronzoni products are sold, the radio schedule will include station breaks, spots and quarter and half hour programs. The bulk of the radio promotion will be on Italian-language programs.

LIQUOR ADS

Script Firm Queries Clients

RADIO SCRIPT SERVICES of Lancaster, Pa., is sending to broadcasters a questionnaire on radio liquor advertising. In a form letter to clients, RSS states that it "is, in a mild way, as are most of the stations we serve weekly, interested in the present confusion over whether liquor should be airspotted. If the dollar means more than the influence of such advertising, we will be forced to bow to your collective decision."

Broadcasters are requested to answer "We want liquor ads" with yes or no. RSS points out that only the total yes and no answers will be reported and call letters will not be revealed.

BORDER BATTLE ON LIQUOR ADS

Studios in Wash., Transmitter in Ore. Cause Problem

OREGON STATE liquor regulations are causing a 1 kw Washington station an estimated loss of $2,000 a year in advertising revenue, BROADCASTING has learned. The station affected is KVAN Vancouver, Wash., and the facts, as reported by Fred F. Chitty, KVAN general manager, are these:

When the station went from 500 w daytime to 1 kw fulltime in November 1947, FCC regulations required the removal of the transmitter to a new site outside a highly populated area. KVAN found a suitable site in Multnomah County, just across the Oregon state line. Subsequently, with FCC approval, the station moved its main studios to Portland, though continuing to identify itself on the air as "KVAN Vancouver, serving the Portland-Vancouver area." Moreover, the Vancouver Radio Corp., licensee, remains a Washington corporation, paying the Washington State business tax, and the transmitter staff are considered Washington employes.

When a brewery located in Washington decided to launch a spot radio campaign recently, however, it learned that the Oregon Liquor Control Commission claimed jurisdiction over KVAN, because the transmitter was located within Oregon. It was therefore indicated that the proscription against advertising of liquor, wine and beer before 10 p.m. applied to the station, and the brewery's advertising agency therefore did not place any spots on KVAN.

"The Liquor Control Commission's decision is discriminatory and, we feel, very unjust," Mr. Chitty told BROADCASTING. He observed that a number of Washington and California stations, though heard in Oregon, do not come under the ban. Mr. Chitty observed further that Oregon newspapers may run liquor ads near the comics or any other portion of the paper, while Oregon radio stations must lose advertising revenue because of the commission's ruling.

The commission's action in the KVAN case, he added, was taken in view of the fact that the transmitter is on the Oregon side of the line, although no physical change accompanied the shift of the "main studios" and KVAN continues to broadcast live programs from Vancouver.

Mr. Chitty did not comment directly on the proposed changes in network policy considering acceptance of hard liquor advertising [BROADCASTING, Aug. 1, 8, 15]. KVAN is an independent station, established in 1939. Sheldon F. Sackett is president. Mr. Chitty is also vice president and general manager of KOOS Coos Bay, Ore., an affiliate of Mutual.

WGAY Liquor Poll

THE AUDIENCE of WGAY Silver Spring, Md., Washington suburb, is split 50-50 on the question of advertising liquor on the air. Ernie Tannen, WGAY program director, found this out by inviting listeners to his sunrise show to vote on the matter. Mr. Tannen said the poll drew a heavy vote, along with assorted comments.

BAB SUB-GROUP

For Small Market Sales

NEW subcommittee to direct sales development work of Broadcast Advertising Bureau on behalf of stations in small markets (under 50,000) has been named by Simon R. Goldman, WJTN Jamestown, N. Y. The subcommittee replaces the Small Market Stations Executive Committee, abolished with formation of BAB.

Mr. Goldman

Mr. Goldman had been named subcommittee chairman by John J. Gillin Jr., chairman of the top NAB Sales Managers Executive Committee. Serving with him on the subcommittee will be A. E. Spokes, WJOY Burlington, Vt., and Hugh M. P. Higgins, WMOA Marietta, Ohio.

Mr. Spokes had been a member of the original small markets committee for some time. Mr. Higgins had been assistant director of the NAB Dept. of Broadcast Advertising prior to the time that unit was abolished in favor of the new BAB.

The small markets subcommittee serves as an advisory agency to the top sales managers committee which in turn advises the NAB board's own five-man BAB committee, of which Mr. Gillin is a member.

Mr. Spokes

Mr. Higgins

Gray Named

GORDON GRAY, Secretary of the Army, has been appointed to serve on a newly-appointed National Defense Management Committee which has been set up by Defense Secretary Louis Johnson to effect a reduction of defense expenditures.

McFARLAND BILL'S FATE

Passage This Session In Doubt

By JOHN OSBON

WHETHER the hitherto unopposed McFarland bill [S-1973] to reorganize FCC will languish in the waning days of the 81st Congress' first session, or be adopted with a minimum of opposition, aroused speculation on Capitol Hill last week as the House Commerce Committee indicated it planned to defer action on the Senate-passed version until next month.

This disclosure came on the heels of a House proposal to recess beginning possibly this week and reconvene immediately after the Labor Day holiday. Authorities felt action on the bill would develop into a race against time, embracing a number of factors, principally the expected adjournment of Congress sometime next month.

Aside from the time element, the question of opposition began to take form for the first time looking toward possibility of hearings, if not in this session, then possibly next January. There was evidence that FCC itself and certain members of Congress might combine forces to thwart any hopes of passage this year.

Acting Chairman George Sadowski (D-Mich.) of the House Commerce communications subcommittee, to which the procedural measure was assigned last week, told BROADCASTING that he plans to discuss the legislation with his members before taking action. He said the group would decide "how far to go in the communications field—as far as the McFarland bill or open up the whole Communications Act for general review." He tentatively has set Sept. 7 or 8 for a meeting.

Passed Earlier

The measure was written by Sen. Ernest D. McFarland (D-Ariz.) and passed by the Senate earlier this month [BROADCASTING, Aug. 15].

If the subcommittee decides to hold hearings, Rep. Sadowski said, they could be slated for next month depending on whether Congress remains in session long enough to warrant action. They might, on the other hand, be deferred. In that event, the measure would lay over for action in the second session. Whether the non-controversial nature of the McFarland bill, considered one of the strongest arguments for its enactment, is sufficient to ease it through this year was a matter of speculation.

Rep. Sadowski also noted that most members of the Commerce committee are slated to leave for Europe late next month, which might prove another factor in the subcommittee's decision. The Michigan Democrat, who will not accompany them, wondered aloud if he could muster a quorum.

Meanwhile, there appeared to be growing opposition within FCC to certain provisions in the communications bill not forcefully manifest on the Senate side during hearings by the Senate Commerce Committee and on the floor. Certain Commission officials are known to have professed their displeasure in House Commerce circles, a fact which reportedly has not set well with Sen. McFarland. The Arizona Senator is believed to have construed these efforts as akin to lobbying on the part of the Commission, and reportedly has advised Acting Chairman Paul Walker that there are statutes which prohibit government agency officials from openly advocating legislation.

Aside from the general belief that Congress is moving more and more into the communications domain, FCC is known to disprove that section which places deadlines on its actions involving license applications. Failure to meet them would require explanation to Congress. Another tender spot of irritation is the ban on job-jumping by Commissioners, their assistants, the Secretary and other members of FCC. The Commission also is believed not to be too concerned about the pay raise provision (increasing Commissioner salaries from $10,000 to $15,000) now that prospects seem more promising for passage of general legislation to effect the same purpose. Under another bill (HR 1689), they would be raised to $16,000 anyway. It opposed a ceiling of $4,000 on salaries of Commissioners' secretaries.

FCC's Sentiments

FCC, through Comr. Rosel Hyde, had expressed itself during Senate Commerce hearings as opposed to the job-jumping restriction on the ground that "it appears to go too far and can result in unnecessary hardship." Under that section a Commissioner would be prohibited from resigning and accepting employment, during the remainder of his tenure, with any firm coming within FCC jurisdiction. It would be effective one year after passage. Likewise bureau heads and assistants could not serve for one year after leaving the Commission.

FCC cited its own regulations which forbid members, officers and employes, within two years after service with the Commission, from appearing as attorneys before it "in any cause or application which he has handled or passed upon . . ." The Commission also pointed out that "the use of radio is so extensive that it might be difficult to find any business that does not use radio for some purpose." It cited police and fire departments among other occupations, and held that a revision of Sec. 4 (a) is "necessary."

Comr. Robert Jones told the Committee that the amendment is directed against Commissioners and key personnel "using their positions to become valuable employes in the industry because of their former associates remaining in the Commission," but "this is a hardship which is not required of other agencies."

In reviewing the situation, Con-

(Continued on page 30)

LOBBY PROBE

Rayburn Expected To Name Group

HOUSE SPEAKER Sam Rayburn (D-Tex.) is expected this week to appoint a seven-man Select group which will undertake a study of lobbying activities of government agencies and private firms including possibly broadcast interests and FCC. The House passed legislation Aug. 12 calling for the probe and authorizing $50,000 for that purpose [BROADCASTING, Aug. 15].

With possibility of a ten-day House recess hanging fire, it was believed, however, that any actual investigation may be deferred until next January, or entail only abbreviated hearings in this session if time permits. Chairman Adolph Sabath of the House Rules Committee has termed the probe "very necessary," but no further action will be forthcoming until after the committee is formed, it was pointed out. The resolution (H Res 298) was introduced by Rep. Frank Buchanan (D-Pa.) author of a joint proposal passed by the House last May [BROADCASTING, May 23] and now awaiting Senate floor action. Rep. Buchanan is expected to serve as chairman of the Select committee.

Probe Funds

Meanwhile funds to finance a joint investigation (H Con Res 62) by House and Senate Judiciary committees, and providing for a five-man group, have been approved finally by the Senate Rules & Administration Committee. Resolution had been bottled up in committee for more than two months after being favorably reported by the Senate Judiciary group.

In its report the Rules committee, which approves funds for the probe, said it was "in entire sympathy" with the aim to provide information regarding lobbying activities and unanimously favored the investigation. It added it was disturbed over disagreement between the House and Senate Judiciary Committee on selection of members but despite the "uncertainty," it reported "this misgiving was overcome only by the realization of the urgent need for the study and investigation as proposed."

If the Senate concurs on the joint lobbying committee and the House launches its proposed probe, broadcasters appear to be slated for inquiry if only as a matter of routine. Chairman Sabath evidenced concern over a reported 82 million expenditure by over 150 lobbyists during the first quarter of 1949, and told House colleagues that a "real and impartial" investigation was in prospect, "not only of business lobbyists, but also . . . Federal departments and independent agencies that devote a great deal of their time to lobbying for their legislation."

Lists Evasions

He listed as evasion of the Lobbying Act registrants who claim to act as consultants and yet plead the law does not apply to them; receive expenses (hotel, entertainment, etc.) from two or more clients; fail to list their compensation in full. He also noted that pressure groups interpret the act in many ways, and that lobbying provisions do not cover activities before regulatory agencies.

Meanwhile, the Senate Secretary and House Clerk have released registrations for the second calendar quarter. A form C contains these provisions: (1) A detailed report of all money received and expended; (2) to whom paid; (3) for what purposes; (4) names of any periodicals, papers, magazines, etc., in which the registrant has caused publication of articles; (5) proposed legislation he is employed to support or oppose.

Among those listed were Earl Gammons, CBS vice president in charge of Washington offices; Ward Quaal, director, Clear Channel Broadcasting Service; Frank Russell, NBC vice president in charge of Washington office; A. D. Willard, NAB (now resigned and replaced by Forney Rankin). Schenley Industries, also was heavily represented.

SALUTING KGO San Francisco "for exceptional service to safety" in area, Renolds J. Barbieri (l), vice president of San Francisco chapter, National Safety Council, presents General Manager Gayle V. Grubb with council's public interest award. KGO's Hap Kaufman, producer of the award-winning accident-prevention broadcast, *Green Cross Searchlight*, is at right. Award was made in California for the first time.

'VOICE' FUNDS

Officials Urge Increase

AN URGENT request for additional funds to improve and construct facilities for State Dept.'s Voice of America was recommended by the House Appropriations Committee and embodied in legislation considered by the House last week. An added sum of $11,320,000 will be made available to State's Office of International Information if the Senate concurs in the supplemental appropriations bill for fiscal 1950.

The committee took action after subcommittee hearings earlier this month during which George V. Allen, assistant secretary for public affairs, apprised the group of three urgent factors: (1) the immediate problem of Soviet jamming of American broadcasts to Russia; (2) the information and propaganda aspects of the "cold war" in general; and (3) the necessities of psychological warfare "in the event of world emergency." Mr. Allen is charged with responsibility for the Voice.

Others who lent their support to State Dept.'s plea for more money included Justin Miller, NAB president; Erwin D. Canham, editor, *Christian Science Monitor;* Lt. Gen. Albert Wedemeyer, U. S. Army, and certain officials of OII, and International Broadcasting Division, which supervises Voice broadcasts. Judge Miller and Mr. Canham are members of the Advisory Commission on Information, appointed by President Truman to keep a watchful eye on Voice operations.

State Dept. had asked the Budget Bureau for a supplemental outlay of $20,983,112. The bureau recommended $12,830,000, which was pared down $1,330,000 by the committee. Of the total $11,500,000, all but $180,000 (covering 1950 pay increases) would be available for improvement of old, and construction of new, facilities to counteract Russian jamming.

Congress previously voted $34 million for OII and its counterpart Office of Educational Exchange, with roughly $8,700,000 allotted for Voice activities, allowing for non-recurring items. It turned thumbs down on State's request for funds for curtain-type antennas. Budget estimates had been $36 million [BROADCASTING, July 25]. The Voice took its proportionate share of the overall $2 million cut, which actually was nominal. That measure is now law.

In its report the committee felt new facilities and equipment for the Voice are "necessary" but expressed dissatisfaction with justifications presented in support of construction costs. It also viewed with apprehension State's proposal to install some facilities on land privately owned by licensees who now operate transmitters under contract with the department.

Judge Miller noted the possibility of "the cold war turning into a hot war" and felt added funds posed "the same kind of question here that you have in determining appropriations for the military operation and economic operation."

Asked whether taxpayers would be better off if facilities were wholly government-owned and government-operated, he said there would be arguments both ways. ". . . So long as it is privately operated, you get the advantage of private know-how. If it were government-owned and controlled and operated, you would have a constantly increasing expense. . ." he observed.

Secretary Allen testified that Soviet jamming efforts represent "not a provisional activity" but a "long-range plan," and that while the Voice has taken every step to combat it, "the jamming has been remarkably successful."

Mr. Allen also told the subcommittee his office had accepted NAB's offer to survey Voice facilities with a view to more effective operation, and that conversations have been held the past seven or eight months. He said it would have to come from Voice funds.

Gen. Wedemeyer stressed the importance of psychological warfare.

Charles Thayer, IBD chief, told the group that since last April Russia has increased number of jammers as the U. S. stepped up its counter-measures, and that initially State Dept. contacted experts for counsel in and out of government—engineers from RCA, CBS, Bell Laboratories, ABC, NBC and others. A large transmitter is slated to begin operation in Germany shortly to help alleviate jamming, it was reported. Another transmitter will be completed in Tangiers sometime next month.

Mr. Thayer also revealed that the State Dept. had conferred with FCC, the Research and Development Board, National Bureau of Standards, and the Military. In addition, a special NAB committee also meets periodically with State Dept.'s Voice officials. Standards bureau has been working on propagation studies with a view to determining whether use of certain characteristics will help overcome jamming. Problem of using these characteristics is handled jointly by the bureau, FCC and IBD, with the bureau furnishing daily information to IBD.

Mr. Thayer said that about $5 million of the requested $12 million would be set aside for 15 curtain-type antennas if allowed. He testified that $460,000 is transferred annually to CBS, $444,749 to NBC and $283,752 to General Electric for operating costs on transmitters leased to State Dept.

Meanwhile, Secretary of State Dean Acheson last week also put his weight behind extra appropriations for the Voice, voicing his belief new facilities "will go a long way toward combating and overcoming the current jamming." Simultaneously he revealed that an American protest had been delivered to Premier Stalin by U. S. Ambassador Alan G. Kirk in a visit to the Kremlin last Monday.

FIRST 15 PROGRAM HOOPERATINGS—Aug. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Mr. District Attorney	160	Bristol-Myers (DC&S)	10.6	10.0	+0.6	3
Inner Sanctum	155	Emerson Drug (BBDO)	9.2	7.7	+1.5	18
Fat Man	216	Norwich Pharmacal Co. (Gumbiner)	9.1	8.2	+0.9	13
Big Story	162	American Cig. & Cigar (SSC&B)	8.9	8.4	+0.5	10
Henry Morgan	160	Bristol-Myers (Y&R)	8.8	——	——	—
Crime Photographer	149	Philip Morris (Biow)	8.6	9.4	—0.8	6
Mr. Chameleon	138	Sterling Drug (D-F-S)	8.5	5.0	+3.5	49
Our Miss Brooks	152	Col.-Pal.-Peet (Bates)	8.3	——	——	—
Mr. & Mrs. North	151	Col.-Pal.-Peet (S&M)	7.6	7.2	+0.4	22
Mystery Theatre	149	Sterling Drug (D-F-S)	7.5	6.2	+1.3	29
First Nighter	60	Campana Sales (W-F-H)	7.4	——	——	—
Dr. Christian	157	Chesebrough Mfg. (M-E)	7.1	5.6	+1.5	42
This Is Your F. B. I.	264	Equitable Life Assurance (W&L)	7.0	9.8	—2.8	5
Mr. Keen	149	Whitehall Pharmacal (D-F-S)	6.9	8.3	—1.4	12
Adv. of Sam Spade	171	Wildroot (BBDO)	6.8	7.2	—0.4	20

TOP TEN DAYTIME HOOPERATINGS—Aug. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Ma Perkins	81	Procter & Gamble (D-F-S)	6.5	6.2	+0.3	5
Pepper Young's Fam.	153	Procter & Gamble (P&R)	6.3	5.8	+9.5	10
Wendy Warren & News	151	General Foods (B&B)	6.0	4.9	+1.1	18
Rosemary	67	Procter & Gamble (B&B)	5.9	6.0	—0.1	8
Young Widder Brown	146	Sterling Drug (D-F-S)	5.9	6.2	—0.3	4
Aunt Jenny	79	Lever Bros. (R&R)	5.8	5.3	+0.5	15
Grand Slam	48	Continental Baking (Bates)	5.7	4.7	+0.0	21
Big Sister	93	P&G (Spic & Span, Biow; Ivory, Compton)	5.7	5.9	—0.2	9
When Girl Marries	77	General Mills (Diamond Salt, B&B; Calumet & Swansdown, Y&R)	5.7	7.3	—1.6	1
Our Gal Sunday	84	Whitehall Pharmacal (D-F-S)	5.7	5.3	+0.4	13
Right to Happiness	152	Procter & Gamble (Compton)	5.7	5.7	0.0	11
Backstage Wife	146	Sterling Drug (D-F-S)	5.7	5.7	0.0	12

FCC ACTIONS

GRANTS for one new AM and a new educational FM outlet were authorized by FCC last week. One existing outlet received improved facilities. Nine stations received transfer grants. Two AM and three FM stations were deleted. Details of these and other FCC actions are carried in FCC Roundup on page 63.

FCC, FTC FUNDS

Head Toward Compromise

A COMPROMISE on funds for FCC and FTC was indicated last week as conferees agreed to file a conference report reconciling differences between House and Senate-passed versions of the independent offices bill for fiscal 1950. The bill (HR 4177) was slated for early action by Congress and approval by President Truman.

Conferees agreed to appropriate for salaries and expenses for FCC a sum of $6,600,000—$75,000 more than proposed by the House but $33,000 under that passed by the Senate. FCC previously had been voted restoration of a $108,000 cut, giving it $6,633,000 for the coming year [BROADCASTING, Aug. 8]. Also deleted was a House proposal to increase Commissioner salaries from $10,000 to $12,000.

The pay provision also was stricken in amendments covering FTC, which would receive $3,650,000 for salaries and expenses. The Senate had recommended a total of $3,739,000 as compared to $3,450,000 passed by the House. Overall the measure would appropriate for all agencies $514,232,808 over the House figure, and $45,689,962 under the Senate-passed version. Total is $7,617,739,361, which falls short of budget estimates.

Meanwhile, Congress last week passed stopgap legislation making temporary appropriations to pay employe salaries of FCC, FTC, SEC and other government agencies, pending passage of the regular funds measure for the coming year.

NLRB ORDERS

Vote of KHAS Employees

SECRET BALLOTING of engineers and technicians at KHAS Hastings, Nebr., to determine whether they wish to be represented by the International Brotherhood of Electrical Workers (AFL) for collective bargaining purposes, was ordered Thursday by the NLRB.

Voting was directed to be held within the thirty day period from the date of the order. The decision rendered by the board found the Nebraska Broadcasting Company Inc., which operates KHAS, to be engaged in commerce within the meaning of the National Labor Relations Act.

TEXTILES

Radio Highly Rated as Public Relations Medium

TEXTILE mills in a half dozen different areas, all working independently, have developed folksy, homespun radio shows which are proving effective in promoting closer plant-city relationships.

In fact, the shows offer such promise that the industry's Textile Committee on Public Relations, through its public relations counsel, Dudley, Anderson & Yutzy, is actively encouraging other mills to develop such programs. In *Community Relations*, a booklet published by the firm, considerable attention is given these shows as a technique to win good will.

Thomas D. Yutzy, program director for the textile industry, in a recent clinic on community relations attended by several score top ranking textile executives in Georgia, described accomplishments of the shows now being given and praised these as "a particularly intimate and friendly way to reach the local community."

Some mills, such as Dan River Mills at Danville, Va., regard radio so highly they have developed a number of different local shows. In Lewiston, Me., the Bates Mfg. Co. has developed a show with local talent that ranks above network shows in listening audience. Others include outright purchase of time for local organizations, "fireside chats" by a company president, and "man in the street" interviews.

Shows Vary

The shows studied all varied widely but each seemed to fit the local community well. For instance, plant activities of the Dan River Mills, with approximately 12,000 employes in a city of 36,000, are of news interest to the city. For that reason, the mills sponsor the *Dan River Story* over WDVA Danville at 6 p.m. each evening, Monday through Friday. The program is devoted to plant news.

However, most talked about of the Dan River shows is the *Dan River Kid Show* over WBTM Danville on Saturday morning during summer vacations. A selected panel of seven grade school students, changed weekly, competes in a quiz down for prizes. The boy and girl winners are crowned queen and king for the week. The programs, held at the Capitol Theatre, precede a Saturday morning movie showing.

J. D. MacLauchlan, of the Dan River public relations staff, reports the cost is "very nominal" and that "we believe they are worthwhile in establishing and maintaining rapport with the community. Because of the many media we are using in our community relations program, it is difficult to evaluate one particular medium from the whole. We do believe, however, that radio programs of various types are essential to an integrated program."

Textile mills, frequently located in smaller communities where management is close to the people, have earned the reputation of being "the most humanized industry" because of assumption of unusual social

One of a Series

obligations, development of health, recreational and cultural programs, and interest in promoting broader educational facilities.

In line with this tradition, Pacific Mills sponsor a 15-minute community service program at 7:15 p.m. each Thursday over WLAW Lawrence, Mass.

Local civic, fraternal, and social organizations and groups are presented with this time in which to tell the story of their work to the community. Some 50 organizations such as the YWCA, Kiwanis Club, CARE, Lawrence Community Chest, Essex County Training School and Rotary Club have made use of the mill's offer, and files of the company are crammed with appreciative letters from these groups and members of the audience they reached. Cost to the mill is $250 weekly. Chief Announcer Fred Laffey of WLAW and WLAW-FM directs and produces the shows with the cooperation of Emil J. Des Roche, the plant's industrial relations director.

Promotes Local Talent

In smaller communities, the cost runs far less. For instance, The Russell Mfg. Co., Alexander City, Ala., puts on a program each Sunday afternoon between 1:30 and 2 p.m. over WRFS Alexander City at a cost of about $100 a month.

"We bring out various phases of our operation from time to time," Thomas D. Russell, president of the company, reports, "but we are primarily concerned with giving local talent and organizations a chance to appear on the radio and thus promote good will throughout the surrounding area. We have been conducting this program almost two years and find it very popular. It creates a lot of interest and, of course, we try to keep it as diversified as possible and have as many people participate as is practical. We think it is well worthwhile."

Among the most resultful of The Russell Mfg. Co.'s broadcasts was a "fireside chat" by President Russell in which he frankly discussed the mill's policies, position and practices.

Another program in the same area of a somewhat similar type is the *Friendly Half Hour* of the West Point Mfg. Co., West Point, Ga., which has been offered on Sunday afternoon for eight years over WRLD West Point.

Musicians, drawn from employes and the community at large, are frequent participants. Names of residents who have reached 70 during the past week are announced. At times, mill products are awarded to contestants in quiz programs. The programs draw about 350 letters weekly. Cost is $200 a month.

Standing in '45

Most measurable results of all attained by any of the textile shows have probably been obtained by the Bates Mfg. Co., with plant offices at Lewiston, Me.

In December 1945, Bates was something less than the most popular industry in Maine. The company, just reorganized, had been controlled by the Insull interests. It was no stranger to labor troubles and employes remained on an average of two weeks.

The new company president, H. D. Ruhm Jr., a former textile salesman, appreciated he had a selling job to do to win support of his employes, his stockholders and the community. Among other techniques employed was a radio show —a show which has since won statewide attention.

The first experimental show—*Look to the Future with Bates*—featured a singer, Jeannie McKean, daughter of John Collins, Bates Mill manager, and the unusual experiences of Bates employes, mostly war veterans. The show aroused interest. It provided a forum for discussion of improved working conditions in textile mills, vocational opportunities and how the textile industry, long the "poor relations" of American industry, was using profits to benefit employes, carry on long overdue plant modernization and promote research. People began to remark that Bates was a good place to work but the plant management felt need for a broader job.

* * *

Facts About Maine

In the fall of 1947, the show *Do You Know Maine?* made its bow. Interesting incidents in Maine's history were unearthed and dramatized by college students and members of local theatre groups. Players were paid $5 a show and talent costs ran about $26 a week.

Florence Furfey, a recent graduate of Bates College and a member of the plant's public relations staff, wrote and directed the shows.

The program was an instantaneous success. Mail queries and phone surveys indicated 150,000 of Maine's 850,000 population were listeners. Fan clubs were organized in schools. Teachers asked for bulletins to post in the schools and students were assigned to listen as a part of their school work. The Maine State Dept. of Public Instruction asked that the program material be permanently preserved.

In response to interest, booklets containing the program material had to be published.

The show is presented each Sunday afternoon from October to May from 1:30 to 1:45 p.m. It was started on WCOU Lewiston, WGAN Portland and WFAU Augusta. The budget for the first year was approximately $7,500, exclusive of salaries of the public relations staff.

For 1948, the show's cost rose to

(Continued on page 39)

Florence M. Furfey, Bates radio director, presents the recording library of "Do You Know Names?" to Harlan A. Laudd, head of Maine Dept. of Education.

Marketbook Kudos

EDITOR, BROADCASTING:

Please tell station reps and commercial managers to come to my office and they will see BROADCASTING's 1949 MARKETBOOK on the top right hand side of my desk along with the YEAR BOOK. The 1949 issue is better than ever.

George M. Burbach Jr.
Assistant Director of Radio and Television
Federal Advertising Agency
New York

EDITOR, BROADCASTING:

The 1949 MARKETBOOK and Spot Rate Finder is a masterfully-designed one-volume reference source for blueprinting network spot and television campaigns quickly and intelligently; the greatest possible help when it is necessary, to—"get this out fast."

Stanley Pulver, Time Buyer
Dancer-Fitzgerald-Sample
New York

EDITOR, BROADCASTING:

I think the MARKETBOOK is a very good job. It will be very useful. The information is all compiled within its covers.

John Kucera, Time Buyer
Biow Co.
New York

EDITOR, BROADCASTING:

The MARKETBOOK and spot rate finder is an interesting piece of work. Looks like it will save us a bit of time on some quick estimate.

Gordon Mills,
Kudner Agency
New York

EDITOR, BROADCASTING:

The spot rate finder is a terrific job. It is an invaluable working tool for anyone in radio.

Bob Buckley, Business Mgr.
Benton & Bowles
New York

EDITOR, BROADCASTING:

The new BROADCASTING MARKETBOOK arrived yesterday. It's not a gold mine, it's pure uranium, and the Spot Rate Finder is terrific. If you could make the type used for the city names just a bit larger than the call letters, or move them out into the margin, it would permit even greater speed in estimating preliminary budgets. Congratulations again are due BROADCASTING for their intelligent approach to the industry's problems.

Lillian Selb
Business Mgr.
Foote, Cone & Belding
New York

EDITOR, BROADCASTING:

I should like to add my very enthusiastic voice to the others which must have complimented you on the 1949 MARKETBOOK, which I have just received.

I fully appreciate the herculean task it must have been to accumulate the facts and figures contained in the issue.

This is just another invaluable service BROADCASTING provides for the industry with such amazing regularity.

Joe Ganz
Vice President
Charge of Radio & TV
Thwing & Altman Inc.
New York

EDITOR, BROADCASTING:

CONGRATULATIONS TO YOU AND YOUR STAFF ON MARKETBOOK AND SPOT RATE FINDER. FEEL MINIMUM OF ERRORS CANNOT BE AVOIDED SUCH AS FAILURE OF YOUR SOURCES TO INCLUDE FIGURES FROM CAMP LEJEUNE, WORLD'S LARGEST AMPHIBIOUS TRAINING BASE, ON SALES POPULATION PAYROLL ALL LOCATED IN INSLOW COUNTY. REGARD.

Lester L. Gould
WJNC Jacksonville

EDITOR, BROADCASTING:

The 1949 MARKETBOOK is an exceptionally practical publication. . . . Please send us ten copies. . . .

Michael M Alexandroff
Administrative Assistant
Columbia College
410 South Michigan Blvd.
Chicago

EDITOR, BROADCASTING:

Received the 1949 MARKETBOOK . . . spent the next two hours giving it the once-over lightly. Need I say I was very impressed at the concise layout of the material contained and the amplitude of same. The industry is grateful, I'm sure, for the efforts extended on their behalf by the research department of BROADCASTING. . . . It was a tremendous job. Well planned and well executed! Congratulations!

Raymond G. Ulbrich
Studio Manager
WDMJ Marquette, Mich.

EDITOR, BROADCASTING:

Spending a few days in Knoxville, John Hart and I have been looking over your August 15th Market Data edition.

We think this is one of the best we have seen for many years.

Congratulations to you and your fine staff.

John Ballard, Gen. Mgr.
WLAP Lexington, Ky.

* * *

'Most Informative'

EDITOR, BROADCASTING:

I think the magazine is most informative and the addition of "Telecasting" really brings the publication up to date.

Marvin Young
Business Manager
Ruthrauff & Ryan
Hollywood

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Strikes Sour Note'

EDITOR, BROADCASTING:

In his Sales Manager's appraisal of "How Buyers' Market Can Mean Business for Broadcasting" [BROADCASTING, Aug. 8], George Lasker strikes, in our opinion, a sour note.

Sound advertising, we believe, has not been built on the type of sales or salesmanship he advocates. Beyond that, his article, we feel and hope, is not indicative of the thinking of most representative executives in American radio. It is noteworthy, however, that his conclusions seem to be based upon his operation at WORL, now defunct.

Mr. Lasker would take good care of the Sales Manager, provide him with a reasonable salary and expense account, plus a five percent over-ride. Well and good, under conditions where the added incentive is needed.

But he holds that "if more stations had hungry men selling they would be more successful." We submit that a hungry salesman is poor advertising and poor customer relations for any radio station or any other responsible business enterprise.

A hungry salesman sells accounts that never should be sold, or sells to clients advertising that is easiest to sell, regardless of its merits or its application to their needs, just so long as it produces the maximum take in his 15% commission. Hungry salesmen seldom sell repeat business, year in and year out. We strongly doubt that WEEI and WBZ, to cite just two substantial Boston stations if Hoopers and financial responsibility mean anything, have hungry salesmen soliciting business for them. That part of Mr. Lasker's article, at least, if it is to be taken literally, seems to be spun out of the kind of thinking that breeds communism in this country.

In many radio stations, salesmen working on straight commission are, in effect, one-man advertising agencies. In addition to soliciting sales, they often write the bulk of the copy their clients use, act in an advisory capacity to the clients and conduct considerable promotion work.

But an advertising agency collects retainer fees from its clients in addition to 15% commission from the stations on which it places business. A radio station salesman in the average market, then, is entitled to the equivalent; in other words, to more than a 15% commission. If he's worth keeping on the staff, he has something more than just his time invested in his job and he becomes one of the station's real assets.

But, apparently, under Mr. Lasker's plan, a salesman would have to burn himself out while still a young man in order to survive and support a family. We just don't believe the best radio and newspaper advertising operations are conducted that way.

Linewood T. Pitman
Executive Manager
WCSH Portland, Me.
Rudolph O. Marcoux
National Sales Representative
Maine Broadcasting System
Portland

ARB REPORTS

Seiler Announces Expansion

FIRST STEP in expanding its television and audience reports nationwide was announced last week by James W. Seiler, Director of the American Research Bureau, Washington, specializing in radio and TV audience measurement. The initial advance covers two cities — Philadelphia and Baltimore—to add to ARB's regular Washington TV service supported by the four local TV stations.

Mr. Seiler

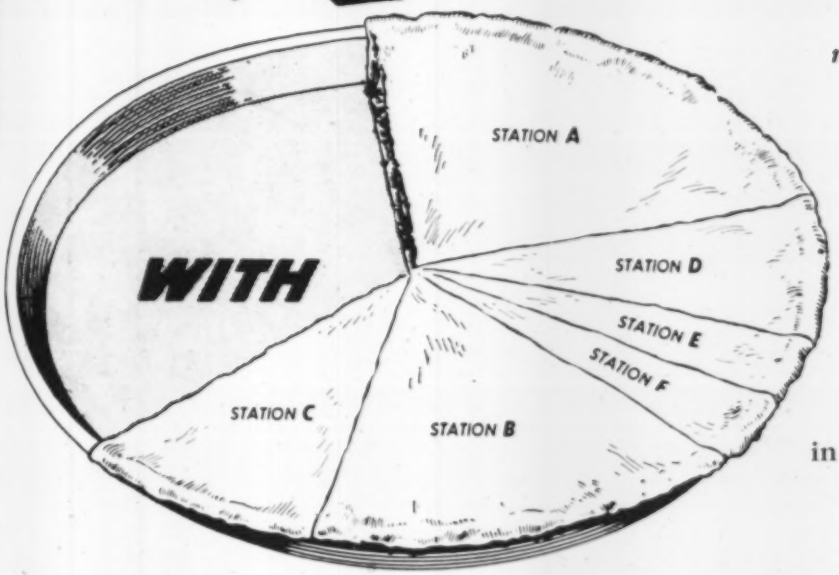
Mr. Seiler, resigning this month after 10 years as director of research for NBC in Washington, will devote fulltime to the new service. He was responsible for the development of various new sampling and audience measurement techniques to determine the number of persons actually listening to every program broadcast in the area surveyed.

Main emphasis of ARB's audience studios is on an improved form of the listener or "viewer diary." Because it measures all listening and viewing regardless of where it takes place, Mr. Seiler believes his process can supply more complete and useful information than other methods.

A high degree of accuracy is claimed when diaries are properly placed and followed up by expertly trained interviewers. Coincidental checks on diary reports are made. ARB's radio audience measurements are to be produced at three-month intervals from area samples of 1,000 persons for each support. Results are given in both rating and actual number of persons listening to each program with all listening outside the home included in its proper proportion. At the survey's close, Mr. Seiler said, audience characteristics and flow by program and station with complete results are delivered within ten days.

By using true probability samples of TV homes in cities surveyed, ARB reports also indicate the distribution of TV sets by make.

Another reason why WITH is the best buy in Baltimore!



DRUG STORES — This chart shows the percentage of radios playing in drug stores tuned to each Baltimore Station. 34.6% were tuned to W-I-T-H.

The Johns Hopkins University in Baltimore recently made a survey* of radio listening habits in grocery stores, drug stores, taverns, barber shops, and beauty parlors. The results are especially interesting because none of the standard measuring organizations take this big audience into account.

This Hopkins survey shows that in drug stores for instance, *of all radios playing, 34.6% were tuned to W-I-T-H.* Our nearest competitor was tuned in on only 24.1% of the total.

The survey is chock-full of compelling facts about this big plus audience that W-I-T-H delivers in Baltimore. It contains many more reasons why W-I-T-H is your *best buy in Baltimore.* If you haven't already received a copy of this survey, we'll be happy to send you one.

*"A Questionnaire Survey of Radio Listening Audiences in Commercial Establishments in Baltimore City," prepared as a Senior Research Report, under the supervision of the Dean and Faculty Members of the School of Business, Johns Hopkins University.

WITH

BALTIMORE, MD.

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

PARTICIPATING in formal signing by Gunther Brewing Co. for daily, one hour *Gunther's TV Sports Special* on WAAM (TV) Baltimore are (l to r) Armand Grant, WAAM commercial mgr.; Nick Campofreda, Gunther's TV sportscaster; David Nyren, Ruthrauff & Ryan radio-TV dir.; Audrey Strouse, Gunther adv. mgr.

SMILES are in order as sponsorship of Ziv's *Cisco Kid* on WSYR Syracuse by Durkee's Domestic Bakery Inc. is set by (l to r) P. Williams, Durkee's; Fred Geiger, Ziv; A. I. Marshall Jr., WSYR; W. R. Alford Jr., WSYR; Mike Sntil, Durkee's. Contract is for one year.

LOCAL show, *Talent House*, aired on KRCT Baytown, Tex., from stage of local Bay Theatre, is purchased for 13 weeks by W. M. House Jewelry for $1,300. Setting deal are (l to r) Rufus Honeycutt, theatre mgr.; W. M. House Jr. of jewelry firm; E. H. Keown, KRCT gen. mgr.

CONTRACTING for sponsorship of *Cinderella Weekend* on WWJ-TV Detroit each Friday by Big Bear Markets, Detroit, are (l to r) Charles Rosen, W. B. Doner Inc., Detroit agency; R. T. Schlinkert of WWJ-TV sales; Ben Greenspoon, Big Bear pres.

FINAL okay for backing of Fort Worth Cats remaining home games on WBAP-TV Fort Worth by Nicolson-Jones Motor Co. is given by (l to r) W. J. Jones of motor firm; James McBride, McBride Adv.; Jack Holmes, WBAP-TV; G. D. Nicolson of N-J.

PLANS for telecasting U. of Houston football games on KLEE-TV Houston are okayed by (l to r): Seated—Guy Savage, KLEE-TV sports dir.; Dr. E. E. Oberholtzer, university pres.; standing—Sid Balkin, KLEE-TV gen. mgr.; Harry Fouke of U. of H.

EXCLUSIVE broadcast rights to Buffalo Bills football games go to WKBW Buffalo as plans are okayed by (l to r) Dr. Clinton H. Churchill, WKBW head; Bill Mazer, WKBW sportscaster; Jim Wells, team's busines mgr.; James Breuil, team owner.

FCC Bans Giveaways

(Continued from page 18)

advertising to the audience secured by means of the scheme."

Following is that portion of the majority's opinion dealing with "consideration":

In determinig whether the element of consideration is present in any radio "giveaway" schemes, we must consider the problem in context of the unique nature of the medium of radio. Unlike the motion pictures and theatre, no charge is made by the licensee to members of the public for access to any programs. Nor, as in the case of newspapers and magazines, must a copy of a publication be purchased to secure the information, entertainment and advertising presented. Section 3(o) of the Communications Act defines "Broadcasting" as "the dissemination of radio communications intended to be received by the public. . . ." Most licensees support their operations by the sale of time to advertisers who seek to reach the public.[3] We take official notice of the fact that one of the most important factors in securing sponsors for radio time is the number of people who probably or actually listen to the station's programs, as determined by listener surveys and other means. Therefore, especially when the listener has available a choice of services, the licensee seeks to attract the listener to create "circulation" as a basis for the sale of radio time, and the sponsor seeks to attract the listener so that the sponsor's advertising message may be delivered and the listener induced to purchase the sponsor's product or service.[4] In this context, preoccupation with such forms of furnishing of consideration to the advertiser, by such means as the purchase of his product or the furnishing of box tops as a condition precedent to participation in a scheme may obscure the valuable benefit furnished to the licensee in the form of "circulation" when the listener is induced by a scheme for the awarding of prizes based on chance to listen to a particular station and program. Cf. Brooklyn Daily Eagle v. Voorhies, 181 Fed. 579, 581-582 (C. C. E.D. N.Y.). Where such a scheme is designed to induce members of the public to listen to the program and be at home available for selection as a winner or possible winner, there results detriment to those who are so induced to listen when they are under no duty to do so. And this detriment to the members of the public results in a benefit to the licensee who sells the radio time and "circulation" to the sponsor, and to the sponsor as well, who presents his advertising to the audience secured by means of the scheme. When considered in its entirety, a scheme involving award of prizes designed to induce persons to listen to the particular program, certainly involves consideration furnished directly or indirectly by members of the public who are induced to listen. Any supposition that there must be a direct sale or other form of contract before a scheme involving some form of consideration is presented does not take into account the nature of the medium of broadcasting and its economics. We do not believe that Congress in announcing a public policy particularly applicable to the field of broadcasting intended only to proscribe schemes designed for other media such as direct solicitation or publications, and intended that the media such as direct solicitation or publications, and intended that the relevant legal analysis should not take into account the nature of the medium of radio.

Commissioner Hennock's dissenting views follow in text:

I believe that the Proposed Rules should not be adopted. These rules purport to interpret for the benefit of broadcast licensees Section 1304 of the Criminal Code which prohibits, with criminal sanction, the broadcast of "any advertisement of or information concerning any lottery, gift, enterprise or similar scheme offering prizes dependent in whole or in part upon lot or chance."

The concept of "lottery" has a long legal history. This provision, or ones similar thereto, appear in the statutes of virtually every state, and have frequently been applied by both federal and state courts. It is quite evident from the report of the majority in this proceeding that the Commission's interpretation of the term "lottery" is novel in at least one respect. This is the first instance in which a scheme has been called a lottery when the sole consideration supporting it is nominal or other than the payment of something of value. Even in the "Bank Night" cases, e. g., Commonwealth v. Lund, 15 A. (2d) 839, although particular individuals were allowed to participate without the purchase of a ticket or the payment of any valuable consideration, such consideration was paid by the great mass of the participants. Our Proposed Rules would comprehend situations in which none of the participants risked anything of value.

I do not believe it proper for an administrative agency to broaden the interpretation of a criminal statute any further than has been done by the courts. If the so-called "giveaway" programs, at which these Rules are ostensibly directed are, in fact, in violation of Section 1304, I believe this should be determined by a court after proper evaluation in a particular case. Since the lottery prohibition which was formerly Section 316 of the Communications Act of 1934, as amended, has been deleted from the Act which sets forth the duties and powers of this agency. I feel that, without a specific mandate from Congress for us to curb the prevalence of this type of program, our action today is unwarranted. For this reason, I suggest that the matter be brought to the attention of the Congress and of the Department of Justice for any action which they may deem appropriate to have taken.

WGRO BAY CITY

To Stress Local Format

DEDICATION ceremonies were held Sunday (Aug. 14) for WGRO Bay City, Mich., new 500 w daytime outlet on 1260 kc licensed to Gail D. Griner, president, and Edward T. Dillon, vice president, of Griner-Dillon Broadcasting Co. Special emphasis, Gerry Lansing, program director, said, will be placed on local news and special events coverage with music-news format the general program policy.

Mr. Dillon said, "We shall be primarily interested in covering all local activities, with on-the-spot coverage, local 'live' programs, and emphasis on public service." Both Messrs. Dillon and Griner, the latter until recently co-owner of WABJ Adrian, Mich., worked on radar during the war and previous to that time were with Westinghouse Electric Corp.'s radio division at Baltimore. Staff positions announced were Marjean McLean, continuity editor; Robert Busse and Lewie Short, announcers; Lyman Anson and Harry Sutton, sales.

RMA Names Committees

MEMBERSHIP of two committees, covering industrial relations and service, was announced Wednesday by Raymond C. Cosgrove, president of Radio Mfrs. Assn. Mr. Cosgrove named G. W. Thompson, Noblitt-Sparks Industries, as chairman of the Industrial Relations Committee, with Leslie E. Woods, Raytheon Mfg. Co., as vice chairman. The committee will plan the annual fall labor seminar under chairmanship of Harvey Stephens, International Resistance Co. A. T. Alexander, Motorola, again will head the RMA Service Committee, with F. L. Granger, Stromberg-Carlson Co., as vice chairman.

XUM

WBEN-TV

BUFFALO

Owned and operated by
The Buffalo Evening News

WTMJ-TV

MILWAUKEE

Owned and operated by
the Journal Company

announce the appointment of

Harrington, Righter & Parsons, Inc.

as exclusive national television representatives

● These stations recognize the necessity of using the services of an aggressive able representative who can devote full time to television in the national field. The *newest* medium demands such services. It is that important. With such a sales force the television station gets complete and proper attention to many new advertising problems arising in television.

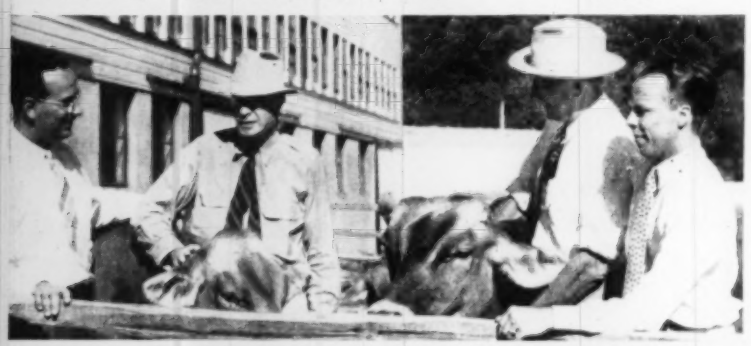
Harrington, Righter & Parsons, Inc.

270 Park Avenue, New York 17, N. Y. ● Tribune Tower, Chicago, Illinois

WBEN-TV BUFFALO ● **WFMY-TV** GREENSBORO ● **WTMJ-TV** MILWAUKEE

IT'S a pleasant assignment as WIBW Topeka Announcers Homer Cunningham (l) and Art Holbrook interview Marilyn Albers, chosen "Queen of the Curves" at Kansas State Plowing Terracing Contest sponsored by WIBW and Capper Publications Inc.

OBSERVING farm practices at Ithaca farm of H. E. Babcock, farmer-writer, are (l to r) Phil Alampi, WJZ New York farm director; Mr. Babcock; Louis Bromfield, writer-farmer, and William Ward, extension editor, New York College of Agriculture, Ithaca.



THIS group of 51 boys and girls, all co-owners of WTIC Hartford calves, pause for cameraman during Farm Youth Program picnic held by the station at its transmitter grounds on Avon Mountain. Welcoming the youths are Paul W. Morency (back row center at left of mike), WTIC vice president and general manager, and Frank Atwood (at right of mike), farm program director. Weekly program, *The Connecticut Farm Forum*, originated at picnic.

GOLDEN Guernsey Silver Service (in shape of milk buckets used on Isle of Guernsey) is presented to John Merrifield (l), WWJ Detroit farm editor, by Alden P. Cole of Michigan Guernsey Breeders' Assn. for services rendered to dairy industry.

WINNERS of KDKA Pittsburgh Agricultural Scholarships are congratulated by J. E. Baudino, KDKA station manager. Award recipients for 1949-50 academic year are Ted Allen (l), Pennsylvania State College; Clarence Fields, West Virginia U.

Upcoming

NAB DISTRICT MEETINGS

Sept. 8-9: Dist. 7, Terrace Plaza, Cincinnati.
Sept. 15-16: Dist. 9, The Northernaire, Three Lakes, Wis.
Sept. 19-20: Dist. 11, Raddison, Minneapolis.
Sept. 26-27: Dist. 10, Savery, Des Moines.
Sept. 29-30: Dist. 12, Allis, Wichita, Kan.
Oct. 3-4: Dist. 13, Adolphus, Dallas.
Oct. 6-7: Dist. 6, Peabody, Memphis.
Oct. 13-14: Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18: Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 25-26: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 27-28: Dist. 2, Berkeley-Cartret, Asbury Park, N. J.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15, Dist. 17, Benson, Portland, Ore.

Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 2: Clinic for teachers of radio journalism, U. of Minnesota, Minneapolis.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 15-16: Joint board meeting of U.S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.
Sept. 18-20: Advertising Federation of America's Southwest District meeting, Biltmore Hotel, Oklahoma City.
Sept. 26: FCC TV UHF-VHF Allocations Hearing, FCC Hdqrs., Washington.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Oct. 10-12: Assn. of National Advertisers convention, Waldorf-Astoria Hotel, New York.
Oct. 16-19: Radio-TV-Motion Picture Clinic, American Chamber of Commerce Executives national convention, Seattle.
Oct. 16-19: Pacific Coast Council of Southern California AAAA chapter convention, Arrowhead Springs Hotel, Arrowhead Springs, Calif.
Oct. 27-29: Audio Engineering Society "Audio Fair," Hotel New Yorker, New York.
Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 11-13: NARND Convention, New York.
Nov. 19-20: AWB District 13, convention, Radio House, U. of Texas, Austin, Tex.

ABC NET LOSS

TV Absorbs Sales Increase

DESPITE a 7% increase in sales above those of the same period last year, ABC has reported a net loss of $46,141 for the first six months of 1949. Sales in the first half of 1949 were $20,656,956, compared with $19,324,553 for the same period last year.

Costs of television, however, more than absorbed the sales increase. Compared with an estimated loss of $46,141 in the first half of 1949, the network reported net income of $846,475 in the same period last year.

McFarland Bill

(Continued from page 23)

gressman Sadowski reminded that it has been four or five years since the Commerce committee last took up communications legislation. "Since that time, controversial things have come up. We have let the Commission iron some of them out, but there's still room for analysis of certain aspects," he commented, without elaborating.

He added that certain members of Congress not on the committee have expressed concern over phases of chain broadcasting dealing with network-affiliates relations during that period. He didn't identify the legislators and, when pressed for details, couldn't remember the nature of the complaints. He conceded, however, that if his group does undertake a review of the Communications Act, a host of radio matters might be included.

Conceivably that might entail discussion of many provision incorporated in a measure introduced in the House last February by Rep. Harry R. Sheppard (D-Calif.) and referred to the House Commerce Committee. The bill (HR 2410), never acted upon, would modify certain concepts of present network-affiliate operation. Among other things it would prohibit ownership of stations by either networks or equipment manufacturers; forbid stations to devote any two consecutive hours to network programs, limiting them to alternate hours; and define a network as two or more stations linked for simultaneous broadcast. That legislation would force roughly $150 million of properties on the market. A similar measure had been urged by Rep. Sheppard in the second session of the 80th Congress last year.

Other phases of network-station relations, such as time options, sales representation, certain network rules and regulations, etc., could also come in for scrutiny. Many of the complaints emanated from affiliates dissatisfied with the present structure, according to Rep. Sadowski.

A common complaint among many affiliates, it was believed, is that networks allegedly act in restraint of trade and should be regulated more stringently by FCC in line with comparable operations in interstate commerce. FCC is known to have received complaints from a number of stations through the years, and legislators reportedly have been so apprised by station operators in their constituent areas.

Senate Okays Radio Lab

THE SENATE has approved legislation which would provide a new radio laboratory for the National Bureau of Standards at a cost of $4,475,000, thus clearing it for action by the House.

XUM

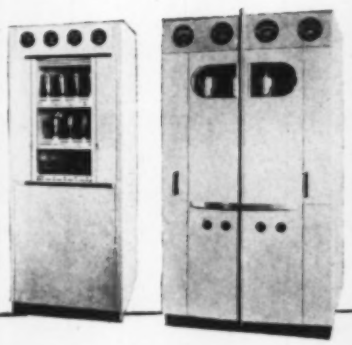
Need a low-power AM transmitter?

Investigate these advantages of Western Electric 250 watt and 1KW transmitters

High quality **1.** Western Electric transmitters—designed by Bell Telephone Laboratories—are famous for their conservative design, excellent frequency response, and low distortion and noise level.

Low cost **2.** These 250 watt and 1KW transmitters are low in operating and maintenance cost as well as in *initial* cost. Power requirements are moderate. Tubes give long, dependable service. Accessibility of components simplifies maintenance.

Small size **3.** The compactness of these attractive Western Electric transmitters permits substantial savings in floor space—and hence in building costs. In many cases, transmitter can be located in studio building—eliminating need for separate structure to house transmitter.



Modern styling is still another advantage of the 250watt and 1KW transmitters.

High efficiency amplifier circuit is one of the important factors contributing to compactness of the 1KW unit at left, which measures only 44" wide, by 42" deep, by 85" high.

BEFORE you buy a transmitter, be sure to get the *full* story on these low-cost, high-quality, compact Western Electric units which are available for immediate delivery from stock. For complete information, call your Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—

Distributed by GraybaR — Offices in 100 Principal Cities

Western Electric

DISTRIBUTORS: IN THE U.S.A.—Graybar Electric Co. IN CANADA—Northern Electric Co., Ltd.

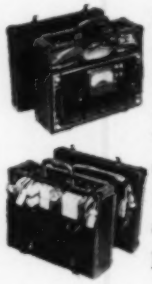
For audio facilities that give you the *most* for your *money*...

Look into this Western Electric line!

25B Speech Input Console

The 25B provides highest quality studio control for AM, FM and TV audio. It more than meets FM performance requirements for audio equipment—wide frequency range, high signal-to-noise ratio and exceptionally low distortion. It's flexible—handles two programs simultaneously without interference. It's easy to install—supplied complete with junction boxes and plug-in connectors.

22E Portable Speech Input Equipment



This equipment provides complete high quality amplifying and control facilities in two compact, easily portable units—Amplifier-Control unit (upper illustration), and separate carrying case with space for rectifier, batteries and cords (lower illustration). Order now and be adequately equipped for the fall sports programs.

23C Speech Input Equipment

The 23C is a complete, compact amplifier and control assembly combining the advantages of high quality and minimum cost. It will serve either one or two studio layouts in AM or FM stations—and because of its low cost, it's ideal for semi-permanent remote pick-up installations.

639 Type Microphones

These Western Electric Cardioids, well known for quality performance in AM and FM, are serving equally well as TV mikes. They provide excellent front-to-back discrimination, wide frequency response, high signal-to-noise ratio. The 639A provides a choice of three pick-up patterns, the 639B a choice of six.

THE above items are available for immediate delivery. For further information or prices get in touch with your nearest Graybar Broadcast Representative. Or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—

Distributed by Graybar — Offices in 100 Principal Cities

Western Electric

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Co. IN CANADA—Northern Electric Co., Ltd.

WIRE SURVEY

NARND Lists Shortcomings

THE FOUR radio news wires give good service but there's plenty of room for improvement, judging by the combined gripes of those who process news at the nation's broadcast stations.

Mr. Mickelson

The press associations have been carefully dissected and their inner workings bared by the National Assn. of Radio News Directors. Results of a survey based on an extensive member study were announced today (Monday) by NARND in a 12,000-word five-section report.

Oberlin, Peterson Co-Chairmen

Heading the project were the co-chairman of a special NARND committee named by President Sig Mickelson, WCCO Minneapolis. The co-chairmen are Richard Oberlin, WHAS Louisville, and Sheldon Peterson, KLZ Denver.

In general, they found that inferior writing and failure to develop local and regional cities are the chief shortcomings of the four press associations (Associated Press, United Press, International News Service, Transradio Press).

Summarized, their complaints are:

- Writing generally is clear but sometimes dull.
- Important facts are sometimes omitted.
- Errors of fact occur, though this is not serious; canons of good taste are observed as a rule.
- Time lag sometimes happens before trunk wire bulletins appear on radio wires.
- All services file old stories as new ones; follow-up on others' scoops can be improved.
- Bulletin slugs often are not justified.
- Washington and foreign news are over-emphasized.
- Radio wires are "canned," with room for more colorful writing.
- Regional writing is inferior to that at central filing points; charge being made that radio circuits are used to break in green men.

Mr. Mickelson said it was the first survey of its kind ever conducted by an independent organization to evaluate, by one set of standards, the degree to which the wire services were meeting the needs of radio stations for news. He termed it a fact-finding rather than a fault-finding project.

The NARND president stated that "radio newsmen have leveled many charges against the press associations in the past but they were seldom able to supply proof of their charges when asked to do so. This study represents an objective and impartial attempt to determine, with full documentary evidence, not only what's wrong with the wire services but also in what areas they are doing a good job, from the standpoint of radio." He said there was no intent on the part of NARND to single any one service out as being better or worse than the others.

Revealing that press association officials had shown friendly interest in the project and had cooperated with the committee in every way possible, Mr. Mickelson added: "We believe our findings will be of value both to the industry and the wire services themselves."

The report is divided into five sections. The first is an overall appraisal of the wire services and the other four are devoted to detailed analyses of AP, UP, INS and Transradio Press.

Although the committee found little to criticize from the standpoint of clarity of writing, the "overall lack of good writing" was criticized. "In many cases news stories were handled in a dull, hum-drum routine fashion when they readily adapted themselves to lighter and more interesting treatment," the report noted.

Regional Writing Inferior

Majority opinion of the committee was that the regional writing was inferior to that which originated at the central filing points of the wire services. Two members, however, said they could detect little difference in quality of writing between regional bureaus and central filing points. One labeled the quality of writing on the radio wires as inferior to that of newspaper wires of the two services which have both and charged that both services use their radio circuits to break in green men and then transfer them to the newspaper wire when they improve.

The reports showed that, generally, the news stories contained the essential facts, there were few glaring errors, no damaging evidence of editorial slanting and, for the most part, services abided by the canons of good taste.

Filing "old" stories, putting bulletin slugs on stories not rating them, failure to freshen up repeatedly used material, and too much emphasis on national and international affairs and not sufficient development of local and regional news, also were charged against all four organizations.

The report declared: "We have learned that the newscast which contains news about things which affect listeners in our primary areas, or which they know about, are the newscasts which are listened to. We are, generally speaking, more interested in a tragic fire, landslide or mine disaster in this nation than we are in a similar event in Lower Slobovia. This appears to be a basic concept of news which has been forgotten, or packed away in a dark closet, by the wire services.

"Is it possible," the study committee asked, "that the wire services have been so busy gathering news and distributing it that they have completely lost sight of what news is? Has the . . . apparent urgency of happenings in Washington, Moscow or Tokyo misled them into believing that this is news at the expense of all but the most dramatic, sensational or remarkable happenings in Ohio, Texas or Colorado? Maybe it's time for INS, TP, AP and UP to sit down and do a little soul searching to reassess the yardstick by which they evaluate news."

The report also called for more light, human interest ("quirks, chuckles") stories, more spot news on Sundays and a better system of handling pronunciations.

Commended for Features

The services are commended for their efforts to supply specialized types of news such as interpretative and analytical features, commentaries, women's activities, agriculture, Hollywood, science, finance and sports.

The report will be distributed to officials of the four press associations, members of NARND and schools of journalism. Mr. Mickelson said the committee already has launched a second study of the wire services and that a supplementary report will be issued later.

Participants in the study included: Wayne Kearl, KSL Salt Lake City; Bruce Barrington, KXOK St. Louis; John Murphy, WCKY Cincinnati; Gene Martin, WLW Cincinnati; Ben Chatfield, WMAZ Macon, Ga.; Tom Eaton, WTIC Hartford, Conn.; Robert Lyle and Joan Collins, WLS Chicago; Donald Brown, assistant professor, U. of Illinois school of journalism; and the news rooms of WCCO Minneapolis, WHAS Louisville and KLZ Denver.

RADIO CLINIC

News Course By NAB

ARTHUR C. STRINGER, NAB FM and special services director, is teaching a course in "Profitable News Operation" at the U. of Denver's professional radio clinic through the week of Aug. 22. Mr. Stringer has directed NAB news clinics and internships. He is to be guest tonight (Monday) at a dinner given in his honor by Denver radio newsmen. Mr. Stringer, active in the Council on Radio Journalism, is secretary to NAB's Radio News Committee.

Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, opened the three-week clinic with a course on "Tools and Techniques for Radio Sales." He included a showing of BAB's new strip film on radio selling along with other BAB sales aids. Mr. Mitchell said, "Radio is selling only a small percentage of what there is to be sold. Salesmen must know all the tools, all the techniques, all the available methods of selling radio as the best advertising medium."

While teaching at the clinic, Mr. Mitchell also addressed the Denver Ad Club and directed an evening roundtable of station salesmen on problems met in their field.

Howard Abrahams, director of sales promotion, National Retail Dry Goods Assn., directed last week's classes.

PRESENTATION of Broadcast Advertising Bureau's new slide film, "How to Turn People Into Customers," was witnessed Aug. 9 by over 250 radio, advertising and newspaper members of the Denver Advertising Club. Film was prepared by BAB Director Maurice Mitchell, who also addressed U. of Denver's third annual Radio Clinic during week. Discussing the radio-advertising messages are (l to r) Mr. Mitchell; Kent Thomas, first vice president, Advertising Club; W. Lee Knous, governor of Colorado, and R. Russell Porter, radio director, U. of Denver.

XUM

SALE ASKED

On KTSA-KRGV

PETITION for reconsideration and grant of applications looking toward the sale of KSTA San Antonio to the Express Pub. Co. of that city and of KRGV Inc., Weslaco, Tex., to the Taylor Radio and Television Corp., headed by O. L. (Ted) Taylor, was filed with FCC last week. The Commission previously had designated the transfers for hearing [BROADCASTING, July 18] to determine the nature of the contractual arrangements.

The petition sets out in detail the scope of the transactions whereby Mr. Taylor first would acquire the two properties and dispose of KTSA to the San Antonio newspaper organization. KRGV would become the property of the Taylor corporation in which Mr. Taylor would hold 75% of the stock. KSTA would be sold for $450,000 and KRGV for $320,000.

The petition is supplemented by affidavits of Mr. Taylor and Gene Howe, Texas publisher and a principal stockholder in Taylor-Howe-Snowden. Mr. Howe explained that he and his associate, Mr. Snowden, desired to retire from the radio business as well as their other businesses and had made the arrangements with Mr. Taylor with respect to the two stations. He pointed out that Mr. Taylor had been identified with his enterprises for a quarter of a century.

KSET SILENT

Refinancing Sought

KSET, Mutual outlet in El Paso, Tex., has been granted permission by FCC to remain off the air until Aug. 31 to permit refinancing and reorganization of the corporation. Licensee is Sunland Broadcasting Co.

Assigned 250 w fulltime on 1340 kc, KSET ceased operation earlier in the month and filed notice with FCC of its situation. KSET, which began operations in 1947, is the second station this year to receive Commission approval to cease operation pending reorganization. The other was WERD Atlanta, Ga. [BROADCASTING, July 18].

RADIO AS SELLING AID

Retailers' Use of Medium Studied

RADIO salesmen should "push radio as a real selling aid," judging by results of a study of retailers and media just completed at State U. of Iowa. On the whole, radio was highly regarded by the retailers and they were, in the main, satisfied with results, the survey showed.

In charge of the study were Prof. Philip Ward Burton and Marjorie Schmidt, of the State U. of Iowa School of Journalism. Findings are based on 100 questions asked each of 100 small to medium-sized retailers in Iowa towns. The retailers use more than one form of advertising and each town studied was served both by local daily newspaper and radio.

Small-Town Problem

Small-town stations should realize that retailers still view radio as supplementary, it was found, and the medium would feel the knife first in the event of a cut in media expenditures.

The surveys suggest, "If radio continues to be viewed by the retailers simply as means for presenting some innocuous prestige advertising, it will be harder for the medium to hold its position if the business situation calls for some sort of choice between newspapers and radio.

"Generally, radio seems less understood than newspapers. Retailers were more unsure of results and felt that costs, compared to newspapers, were relatively high. The small retailer, with a limited advertising budget, gets alarmed rather quickly about promotional costs. The time salesman has a real job in selling radio as a low-cost medium. Retailers checked still weren't convinced that radio wasn't a luxury form of advertising."

The surveyors found half of the stores using radio let the station handle all their commercial writing. Program promotion was used by 13% of the advertisers and ideas for promotions were taken from stations by 8%. Radio services were sufficient, 61% felt, with the remaining 39% wanting better announcers, better programming, women announcers for women's shows, more transcribed programs, specified time for announcements, or "gimmick" ideas.

Definite results were usually due to special offers, though only 33% checked results. The checks were through sale items. Half of stores used institutional copy, running percentage-wise up to 80% of the total radio budget, yet they expected day-by-day sales. Radio's share of total budgets ranged from 5% to 90%, averaging 29%. Program users did not report better results than those who used announcements. Over 60% of stores using programs had been on the air over a year.

Store owners or part-owners were responsible for advertising in 40% of cases, with manager or co-manager in 36% and advertising manager in 24% of cases.

KSTP RATES

Station Breaks Cut

COST of daytime station breaks, which it finds are in less demand as advertisers turn toward longer hard-sell copy, has been reduced 25% by KSTP, Minneapolis-St. Paul outlet, according to Miller C. Robertson, vice president in charge of sales.

In issuing Rate Card No. 36, effective Sept. 15, Mr. Robertson said agencies are asking in increasing number for one-minute availabilities rather than breaks. He traced this to a desire on the part of both agencies and advertisers for a heavier selling argument to meet increasing buyer reluctance to relinquish the dollar. He noted that purchasing power continues at a high level.

"Despite the fact that KSTP anticipated this trend and prepared for it by developing several good one-minute participating programs, headed by top personalities, the entire demand cannot be met," Mr. Robertson said. This led KSTP to expand copy limitation so 20 seconds are allowed, instead of 15, he said, or 50 words live instead of 30. The new card reduces the cost of daytime breaks 25% "in order that a given budget can achieve four impacts instead of three," he said.

"Thus, with longer copy allowed and the greater frequency of impact for the same money, we feel that station breaks will again retain their position of popularity among the users of our facilities. Rate Card No. 36 does not reflect a general reduction in rates for other types of service, although a new and additional bolt discount for 624 times per year has been added.

"At the beginning of the war there were 254,000 radio homes in the greater Twin Cities. That figure is now 294,000. The increase in radio homes in the greater Twin Cities area is greater than the total number of television homes in our entire coverage area."

CKTB-FM St. Catherine, Ont., is now on air with 250 w on 97.7 mc, according to report issued by Radio Div., Dept. of Transport, Ottawa.

KNBC San Francisco has started work on a new vertical radiator type AM antenna at Belmont, Calif. Transmission is expected to begin before first of year. Transmitter will be 550 feet high on completion and, according to General Manager John Elwood, will add 10,000 square miles to KNBC's primary coverage area.

TIME DEAL BAN

Compliance Date Delayed

FCC has extended to Nov. 15 the deadline for modification of station sale contracts in which the seller reserved time on the station, or similar rights, as whole or partial consideration in the sale [BROADCASTING, Jan. 10]. Such contracts are banned under FCC's current rules, but those which FCC had approved prior to last Feb. 15 were permitted to continue on condition that they be modified to meet FCC specifications by Aug. 15.

The three-month delay in the Aug. 15 deadline was authorized on petition of the New Mexico College of Agriculture & Mechanical Arts, former owner of KOB Albuquerque, and KARK Little Rock, Ark. The extension is valid only if the licensees whose contracts are subject to modification request the delay and submit to FCC, by Sept. 15, a complete, sworn statement concerning the status of their negotiations looking toward the required modifications. FCC authorities say "only a handful" of such contracts exists.

Priorities Set

RADIO STATIONS, along with newspapers and press associations, have been placed by FCC in the third priority category—"Quasi Public Service"—among subscribers to mobile telephone service. Seven categories were established, in the following order of priority: Public safety and health; public service; quasi public service; physically handicapped; industrial; traveling public, and all others.

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK · CHICAGO · LOS ANGELES

SAN FRANCISCO · ATLANTA

"A Job Well Done"

WCPO

CINCINNATI

VARIETY AWARD

for

NEWS COVERAGE LEADERSHIP

1948-1949

Quotation from VARIETY July 27

"WCPO has not lost its news coverage leadership in the last 12 years. Nor, you can be sure, has it lost its audience, or the respect and continued inquiries from the stations who want to do likewise."

Affiliated with the CINCINNATI POST

A Scripps-Howard Radio Station

WCPO-TV NOW TELECASTING 11 HOURS DAILY—CHANNEL 7!

Editorial

Spree's About Over

UNLESS WE miss our guess, all concerned can forget network liquor advertising and begin talking up the giveaway crisis provoked by the FCC's new rules.

There just isn't going to be any brand name liquor advertising accepted by any of the four networks, morning, noon or after midnight. The reason is obvious—bad radio no matter how denatured the commercials.

The FCC has told the Senate Interstate Commerce Committee the only thing it could say in candor—there is "no existing Federal law prohibiting advertising of alcoholic beverages by means of radio." And the FCC admits it can't censor programs, including advertising copy. But, as had to be expected, the FCC trotted out that old catch-all—the license renewal, and whether the station has operated in the public interest in its comunity.

Thus, the *legal* right of stations to accept hard liquor advertising is not questioned by the FCC (though it has been by Chairman Johnson of the Senate Committee, and the professional drys). That is as it should be. There should be no discrimination against radio as a medium—as long as liquor is legal.

Who knows? A year from now the situation may change. Medical science might find certain types of liquors, in proper dosage, to be an elixir for young and old. Certainly there would be none opposed to extolling the virtues of particular brands far and wide—as radio alone can do it.

Meanwhile, we think radio, by adhering to standards of good taste and good judgment, can forego hard liquor revenues, and voluntarily draw the line.

TV Realism

THE OTHER DAY there issued from the Dept. of Commerce the most intelligent analysis of television as an advertising medium we've yet seen. It was the work of Philip A. Bennett, industrial economist in the Office of Domestic Commerce, and was digested last week in *Telestatus* [BROADCASTING Aug. 15].

The report was a refreshing departure from the customary line of Government studies, which usually are outdated and which more often than not are interlarded with economic philosophies foreign to free enterprise.

Pardonably, we like the report because the conclusions to a surprising degree coincide with the views expressed in these columns as to the ultimate status of TV and its relationship to radio and to other media. Mr. Bennett concludes that TV will broaden the advertising base and stimulate larger budgets. He envisages TV as a *sales* and *demonstrating* medium, as well as an advertising medium. And he cites reasons.

The report is reassuring because it does not deal in superlatives. Mr. Bennett suspects that as TV circulation increases there may be a short-range adverse effect on other media. He foresees some readjustment in radio in those areas exposed to TV.

In reviewing trends and prospects in advertising, Mr. Bennett implements the observations made some months ago by Richard P. Doherty, NAB employe-employer relations head, that advertising during the postwar years has failed to keep pace with the growth in national income. Therefore, he concludes, more advertising is needed to stimulate consumer demands. And, if advertisers in 1949 were to spend 2.8% of the national income (as they did in 1936-1939), advertising expenditures would exceed the estimated 1948 peak of $4.8 billion by $1.2 billion.

Mr. Bennett is working on another report on TV dealing with results and effectiveness of the medium. His first report is a valid contribution to the whole realm of advertising and merchandising. We have no doubt that Report #2 will be a worthy sequel. Such basic studies are reassuring to industry—a proper function of the Dept. of Commerce. By force of fact and logic they tend to dispel the wild-eyed flights of the hell-in-a-hack lads who, since the advent of TV, have had naught but forebodings for all existing media.

Preachers of Hate

THE SUPREME COURT may get another chance to decide whether a preacher of the Gospel may become the licensee of a station over which he expounds his philosophies.

It had the opportunity nearly 20 years ago—in the now famed Rev. Robert P. (Fighting Bob) Shuler case wherein the old Radio Commission deleted his KGEF Los Angeles because of his violent preachments. The Court of Appeals upheld the FCC, saying freedom of speech wasn't involved since the preacher used the station as his "private mouthpiece." The Supreme Court refused certiorari, either because it felt the court below and the FCC were right or because it didn't regard the issue sufficiently important.

The opportunity may arise again by virtue of the refusal of the FCC, within the last fortnight, to grant a license to Fundamentalist Preacher J. Harold Smith, who since July 1947 has operated WIBK in Knoxville under program test authority. Preacher Smith has indicated he will appeal, first to the lower court and thence to the Supreme Court if necessary. It is equally certain that the FCC will go to the highest tribunal should it lose.

The WIBK case is a glaring example of the inefficiency and ineptitude of the FCC of 1946-47. Preacher Smith had been granted the construction permit for the 1,000 w daytime station on 800 kc. in October 1946 *without a hearing*. It was then known that he was in cahoots with Gerald L. K. Smith and Gerald Winrod and other rabble-rousers. He had been thrown off reputable stations which wouldn't accept his brand of commercial religion. He had vilified these broadcasters, referring to one, and its associated newspaper, as "gutter rats from the sewers of Hell."

The FCC did not hold a hearing on the qualifications of Preacher Smith until October 1947—a year after the construction permit had been issued. It was then developed that Smith had invested about $100,000 in XERF Villa Acuna, across the border from Del Rio, Tex., and had acquired rights to desirable hours. But he had not reported his ownership interest or his connections with the Mexican border station in his Knoxville application. In refusing a license the FCC found many things wrong with the accounts and records of Preacher Smith, although it cited his program service as "meritorious."

The FCC appears to have an open-shut case. What mystifies us is how any FCC could have authorized the construction permit in the first instance, and *without a hearing*.

There's another lesson. With the overcrowding of the spectrum, many fringe stations are on the block. There will be other questionable characters seeking to move in on stations in distress. We know of one such situation now pending in an overcrowded Southern market wherein a preacher has advanced money to the founders and now has applied for the transfer.

The FCC should be on the *qui vive*.

Our Respects To—

ABRAM KLINE REDMOND

COMBINATION of showmanship and rare business acumen has helped make WHP Harrisburg one of America's better stations and the talents of General and Commercial Manager Abram Kline Redmond have figured largely in the outstanding success of the Pennsylvania capital's first station.

Today, Abe Redmond's name and that of his equally talented brother Dick, are synonymous with quality radio presentation the length and breadth of America.

A native of Harrisburg, Mr. Redmond was born July 5, 1903. He probably inherited much of his talent and certainly his enterprising spirit from his father, a native of Ireland, who sold the first phonograph in Harrisburg and subsequently became its first auto dealer.

As in many instances, Abe Redmond's entrance into radio was a modest one. It was 25 years ago that a young minstrel man walked into WMBS (long since changed to WHP) and hopefully suggested that his "Melody Trio" be given a try on the air.

The going proved to be anything but smooth for a while but Mr. Redmond showed himself to be the businessman and showman needed to click in the new medium.

For some time the "Melody Trio" remained a sustainer but before it broke up, its minstrel melodies were interspersed with commercial messages for a local cornmeal manufacturer.

From then on, Mr. Redmond found himself doing a variety of jobs such as solos on commercial and sustaining periods and acting as part-time announcer. He applied himself to announcing and it wasn't long before he took over the additional task of selling time. Then, he created the program, sold it, wrote the commercials, serviced the account and did the announcing. In his spare time, he would handle the controls or help rebuild an ailing transmitter.

Still in sales in 1931, Abe Redmond also became program director and two years later was appointed station manager. It was not until several years later that he was given full sway and with it showed his flair for showmanship and initiative. In developing local audience building features, his work began to stir the community. Every civic event was covered regardless of importance—from a parade to a public meeting to a fire. The idea was to get as many people WHP conscious as possible and thus create a steadily growing listening audience.

Special emphasis on public service programs was a Redmond strong point, and he demon-

(Continued on page 36)

"There is sweet music here that softer falls than petals from blown roses on the grass." Thus wrote the poet Tennyson, almost as though he had been listening to WQXR and WQXR FM. For sweet music from these stations falls constantly upon the ears of more than half a million New York families. So constantly, indeed, no other stations can reach them so effectively. Sweet families these are to advertisers, too... families who love good things and can afford to buy them. That's why advertisers seek them out as the most profitable part of this biggest and most profitable market. May we blow some rose petals your way?

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

Respects

(Continued from page 34)

strated over the years that they help to build and maintain loyal listenership, thereby creating business opportunities which the astute station manager can profitably exploit.

This was accomplished by the brother team of Abe and Dick Redmond shortly after they took over active management of WHP in 1935. At that time the station had only two quarter hour periods sold per week, one locally and the other from CBS, with a smattering of spots. Before long the sales curve began to go up and WHP began to receive national recognition.

A bachelor, Mr. Redmond participates in the activities of countless civic, fraternal and business organizations in the community. He is a member of Grocery Mfrs. Assn. of Central Pennsylvania, the Exchange Club, the Harrisburg Chamber of Commerce and others. But his real love and hobby is radio.

One of his greatest pleasures is to step before the microphone on a special assignment such as he did when broadcasting from a B-17 Flying Fortress participating in air maneuvers over the New York skyline in 1939. One of his more recent assignments was a broadcast from a lion's cage at the Shrine-Hamid-Morton Circus in Harrisburg.

Reflects Background

The tastes and rich historical background of Harrisburg have been reflected in a number of shows, originating locally, which he wrote, produced and announced for the CBS network.

Not only locally, but wherever Mr. Redmond believes there is a local angle, he takes WHP. A typical public service was the station's coverage of the return of vaudeville to the Palace Theatre in New York, as described by his brother Dick.

In its May 29 issue this year, the *New York Times* reported that WHP was the only station to "provide spot coverage of the event on radio." Said the *Times*: "Dick Redmond of station WHP, the alert outlet in Harrisburg, Pa., arranged for a pick-up from the theatre and then broadcast the details to its listeners. Mr. Redmond's interest in distant theatrical events is not new, his station once having picked up by short wave representative variety shows in foreign countries."

WHP also took a leading radio role in the war. Cooperating with BBC, it brought its listeners much of the historic chronology that was not carried by any other station or network to Harrisburg listeners. Direct from points of origin, came such events as the Eisenhower talk after American troops entered Paris and Gen. MacArthur's talk at the landing on Leyte in the Philippines. Dick Redmond, incidentally, acted as correspondent overseas for WHP during the hostilities.

Since the war's end, WHP has presented an outstanding series, *The World's a Stage*, dedicated to showpeople and showing how the entertainment industry can make a vital contribution toward securing the friendship of the people of the world. Despite limited facilities necessitating transcription of various portions of the show in advance, the program achieved widespread appeal and also received nationwide acclaim including mention in the *New York Times* of Feb. 23, 1947.

Since those early years with WHP, Mr. Redmond has seen the staff grow from 13 employes to 41. Though he sets a rigid standard for his staff, Mr. Redmond expects a man to stay once he's hired, as conditions are made attractive enough for him to remain. As examples, seven persons have been with WHP for over 20 years and most others have been with the station for at least five years.

Mr. Redmond is a stockholder and a member of the board of directors of WHP Inc. The station soon begins operating on its newly granted facilities of 580 kc with 5 kw power day and night.

Although WHP has a television application and Mr. Redmond expects to follow the same formula of providing outstanding public service features to the viewing audience, he is of the school that believes that AM radio is going to stay with us a long, long time.

Management

JAMES LAWSON has been named manager of KWNW Wenatchee, Wash., replacing **TONY STERNLING**, resigned.

R. B. HANNA Jr., manager of advertising and publicity department's exhibits, lectures and services division, General Electric, Schenectady, N. Y., has been appointed stations manager of General Electric Co. stations WGY, WGFM (FM) and WRGB (TV) Schenectady, effective Sept. 1. Mr. Hanna succeeds **G. EMERSON MARKHAM** who has resigned to become television director for NAB.

Mr. Hanna

SID S. LANCASTER, for past five years with Radio Representative Ltd., Toronto, has been appointed manager of CJIB Vernon, B. C. He started with CKUA Edmonton, Alberta, in 1927, later moving to CFRN same city to become assistant manager. Mr. Lancaster is president of Radio Executives Club of Toronto, and member of faculty of Academy of Radio Arts, same city.

ROBERT M. BAIRD, manager of KTXL San Angelo, Tex., is the father of a girl, Barbara Bobbin.

ROBERT E. KITNER, executive vice president of ABC, is the father of a boy, born Aug. 14 in New York.

Commercial

SAMUEL N. NEMER has been named sales manager of WLOL Minneapolis. Mr. Nemer previously was sales manager of WMIN St. Paul, secretary of Corning Adv. Agency, same city, and account executive for Frizzel Adv., Minneapolis. Since 1948 he has been on WLOL sales staff.

JAMES CAMPBELL, former manager of WFTC Kinston, N. C., has resigned effective Sept. 5 to join WLOW Norfolk, Va., as local sales manager. Prior to his association with WFTC Mr. Campbell was southern sales representative for United Press.

WILLIAM K. McDANIEL, formerly account executive with KMPC Hollywood, has joined KECA-TV Hollywood in similar capacity.

ROBERT Z. MORRISON Jr., formerly in charge of new business for WFIL Philadelphia, has joined sales department of World Broadcasting Co., New York.

HUGH J. STUMP, formerly with WKRC Cincinnati, joins sales department of KCBS San Francisco.

ROBERT D. THOMAS, national sales manager for WBNS Columbus, Ohio, has resigned to become sales manager for WBNS-TV, scheduled to go on the air Oct. 1. Mr. Thomas started at WBNS as merchandising manager in 1936, and he was appointed national sales manager in 1939.

DANIEL ELPERS of CBS Radio Sales, Detroit, has been transferred to Hollywood as manager of Radio Sales. He replaces **HENRY FLYNN** who transferred to New York as Radio Sales account executive.

D. L. PROVOST, manager of programs for WNBC New York since 1942, has been appointed business manager for WBAL and WBAL-TV Baltimore, effective Sept. 6.

JACK GALLOWAY, formerly on advertising staff of Stubenville, Ohio, *Herald Star*, has been appointed sales representative for WSTV Stubenville.

JAMES ALSPAUGH, former salesman at KJBS and KYA San Francisco appointed account executive in San Francisco office of John Blair & Co. Mr. Alspaugh will assist **LINDSEY SPIGHT**, vice president and office manager.

ROBERT McCLELLAN, member of sales staff of KTXL San Angelo, Tex., is the father of a girl, Tibbie Lee.

GAB MEETS

Session Opens Thursday

ADVANCE registration indicates that more than 40 Georgia stations will be represented at the Georgia Assn. of Broadcasters summer meeting at St. Simons Island, Ga., Aug. 25-27.

Association plans to deal with present day operating problems and will also reveal plans for expanded activities by GAB. First day will be devoted to registration and informal gatherings, the next two to business sessions.

Speakers will include Allen M. Woodall, WDAK Columbus, Ga., Melvin Purvis of WOLS Florence, S. C.; W. Wright Esch, WMFJ Daytona Beach, Fla., president of Florida Assn. of Broadcasters, and Channing Cope, farm director of WCON Atlanta.

Group will attend a shore dinner Friday evening, Aug. 26, tour Jekyll Island on Saturday and close meeting with a banquet in the evening.

Officials of GAB are Edwin Mullinax of WLAG La Grange, president; Tom Carr of WGLS Decatur, vice president, and Ben Williams of WTOC Savannah, secretary-treasurer. Directors are Wilton Cobb, WMAZ Macon, and Fred Scott Jr., WKTG Thomasville.

Brown To New Post

HARROLIESE BROWN, with the Treasury Dept.'s War Finance and Savings Bond Divisions since 1942, has been named traffic supervisor for the radio and television section of Savings Bond Division. She succeeds Mrs. Betty Shipe. Miss Brown will be in charge of the distribution of the transcribed Treasury *Guest Star Parade* series, now heard weekly on more than 2,750 AM and FM stations and including the Armed Forces Radio Service. She also will handle all clearance for the 15 weekly Savings Bond programs now on the four major networks.

Detroit's Most Effective Selling Team!

REPRESENTED NATIONALLY BY THE FRIEDENBERG AGENCY, INC.

WEXL
1340 KC 250 Watts
WEXL-FM
104.3 MC. 18,000 Watts
Royal Oak, Michigan
PRIMARY COVERAGE
900,860 Radio Homes—
More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.
OPERATING 24 HOURS DAILY
Member N.A.B.—M.A.B.

NEXT BEST THING TO A

"SKY-HOOK!"

"Sky-hooks" being expensive and somewhat impractical, why not start from the ground up with a Blaw-Knox tower to obtain support for your high-riding FM and TV antennas?

Blaw-Knox, having built towers since spark-gap days, makes available to electronic engineers a degree of practical experience unequalled in this field. So, when you want the next best thing to a sky-hook, call Blaw-Knox.

[Shown here is a Blaw-Knox special 417 ft. Type H-40 Heavy Duty tower for Station WHIO, Dayton, Ohio. This tower was designed to support an RCA combination 4-section pylon, plus a 6-section TV antenna and station call letters.]

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.

Distributed by Graybar
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS

ONE STATION
in Houston
leads all
others

KPRC

FIRST IN BMB
FIRST IN HOOPER
FIRST IN THE SOUTH'S FIRST MARKET

To sell Houston and the great Gulf Coast area

Buy KPRC
FIRST
in Everything
that Counts

KPRC
HOUSTON
950 KILOCYCLES · 5000 WATTS
NBC and TQN on the Gulf Coast
Jack Harris, General Manager
Represented Nationally by Edward Petry & Co.

SEATTLE CHANGE

TV Start, FM Switch Set by KING

TRANSFER of the television and FM properties of KRSC Seattle to KING there became effective Saturday, Aug. 22, with King Broadcasting Co. scheduled to start TV operations and switch over to the new FM frequency on that date. Transfer, involving $375,000, was approved by FCC in July [BROADCASTING, July 25].

King Broadcasting last week requested FCC to switch the call of KRSC-TV to KING-TV and also asked approval for KING-FM to take over the KRSC-FM assignment of 15 kw on Channel 251 (98.1 mc). The present KING-FM equipment for Channel 235 (94.9 mc) with power of 48 kw is to be sold, according to Hugh M. Feltis, station manager for the three KING operations.

KRSC-TV is assigned Channel 5 (76-82 mc) with power of 22.5 kw visual and 11.25 kw aural. The station has been operating since last Nov. 25 and is the only TV outlet on the air in the state. King Broadcasting has been a television applicant there but will drop its pending request.

Mr. Feltis stated that the present KRSC-TV schedule of 24 hours weekly will be continued in addition to afternoon test patterns. Four hours are programmed nightly, except Wednesday, including about 18 hours of network kinescope recordings from the four TV networks and six hours of local programming weekly. About Oct. 1, as commercial commitments warrant, Mr. Feltis said, the station will add six extra hours weekly in the 10-11 p.m. period.

Mr. Feltis also confirmed that virtually the entire staff of KRSC-TV will be taken into the KING organization. Robert E. Friebe, KRSC manager for two decades, will be manager of operations for KING-TV [BROADCASTING, Aug. 1] with Lee Schulman as program director, George Freeman, chief engineer, and Al P. Hunter, sales manager. The TV sales force will be maintained separately from KING's AM operation.

Mr. Friebe reports directly to Mr. Feltis, who becomes stations' manager, with responsibility for the management of the three outlets now owned by King Broadcasting. Mrs. A. Scott Bullitt is principal owner of the firm.

LOG CHARGE

Two Refuse to Pay Papers

REFUSAL of WOW Omaha, Neb., and WNAX Yankton, S. D., to pay for program listings in the Sioux City, Iowa, *Journal*, has brought statements from officials of both stations explaining reasons for refusing.

WOW Promotion Manager Bill Wiseman says that when the paper suggested payment three months ago, "we promptly refused as our policy has always opposed paying for editorial space in any publication. Question of rates was never discussed."

General Manager Robert R. Tincher of WNAX points out that the Sioux City *Journal* charge is $150.00 per month for complete station program log.

"Very condensed NBC and ABC schedules are run free from flack furnished by networks," Mr. Tincher said. Newspaper inaugurated this plan May 1 when new station KCOM hit the air in Sioux City. KSCJ, the local CBS outlet is owned and operated by the newspaper. KTRI Sioux City is closely associated with them, hence they get full treatment.

"Our position," he stated, "was refusal to submit to this charge and WOW Omaha, when approached, took same attitude. Sioux City *Journal* (is) still receiving complaints from subscribers on inadequacy of present setup."

JOHN CARSON

Nomination Awaits O. K.

SUBJECT of John Carson's nomination to the Federal Trade Commission will be explored by the Senate Interstate & Foreign Commerce committee in its next executive session, scheduled for Aug. 24, committee spokesmen have indicated.

Mr. Carson's confirmation as Commissioner has been pending in committee since last April. Hearings were held last month [BROADCASTING, July 11, 18], and among those who testified was Fulton Lewis jr., MBS commentator. A research director of the U.S. Cooperative League, Mr. Carson is President Truman's choice to succeed Robert Freer, resigned, for the remainder of his term which runs to Sept. 26, 1952.

The committee has not acted upon the nomination in its past two biweekly meetings. The Commission has been operating short-handedly since early January, with only three of the five members sitting in, what with Mr. Freer's unfilled vacancy and the absence of Comr. Ewin Davis, who is hospitalized.

In addition, the term of Comr. Lowell Mason, FTC acting chairman, expires this Sept. 25, it is pointed out. He is expected to seek renomination, however. Comr. Garland Ferguson's term expired last September, but he still is serving under FTC rules which permit extension of duty beyond date of expiration. President Truman is said to be awaiting action on Mr. Carson before submitting Mr. Ferguson's name for renomination. Partly because of that situation and despite opposition, Mr. Carson's confirmation is expected to be favorably reported this week.

CKLW to 50 kw

CKLW Windsor-Detroit is scheduled to go formally to 50 kw on 800 kc Sept. 1. Special programs are to inaugurate the second independently-owned station in Canada to go to 50 kw. Equipment has been built by RCA Victor, Montreal.

FLEISHER DIES

RWG Counsel for 10 Years

SIDNEY R. FLEISHER, counsel for the Radio Writers Guild since its beginning ten years ago, died Aug. 10 at his home in Brewster, N. Y. He negotiated the minimum basic agreement now in effect between RWG and the networks.

An expert on authors' rights and copyright laws, Mr. Fleisher had the title of Negotiator for the Dramatists Guild of the Authors League in the Guild's bargaining between dramatists and motion picture companies. Many radio people attended the memorial services for him held Aug. 12. Howard Lindsay, actor of "Life with Father" fame, delivered a eulogy as part of the services.

Foreign Broadcasts

ORAL ARGUMENT has been scheduled by FCC for Oct. 17 on its proposed rules changes relating to transmission of programs intended for foreign broadcast. Relaxation of the rules would allow informal applications rather than formal requests to be made for authority to transmit programs abroad provided the programs are also aired in the U.S. [BROADCASTING, May 30].

Canadian Radio Week

A CANADIAN RADIO WEEK is planned by the Radio Manufacturers Association of Canada for Oct. 10-15. Advertising of National Radio Week is to be done through independent Canadian stations.

45.0
"HOOPER"*
*(average 5 periods. Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

Schenley

(Continued from page 19)

ity may be vested in us. . . ."

With respect to state laws governing liquor advertising, the Commission observed:

"In those localities and states where the sale of alcoholic beverages is prohibited by local or state statutes, such advertising by radio in those areas would, of course, not be in the public interest, since adherence to the laws of the state in which a station is located, especially laws expressive of the public policy of the state or locality on subjects relative to health, safety, and morals, is an important aspect of operation in the public interest. Obviously, the same is true with respect to those areas where advertising of alcoholic beverages is prohibited by law. Where there are no laws prohibiting such sale or advertising, the problems raised by such programs and advertising are the same as those raised by any other programs which may have limited appeal to the radio audience. As the Commission pointed out In Re Application of Capital Broadcasting Co. (WWDC) for renewal of license . . . in which questions were raised with respect to the broadcasting of horse racing information, the basic criteria which must be applied in determining whether that or any type of specialized program service is in the public interest are 'What is the nature of the interest served by the particular type of program service? What is the place of that interest in the life of the community? What are the affirmative values to be realized by the satisfaction of that interest? What are the possible detrimental effects of the satisfaction of that interest? What other interests are excluded and to what extent, by the particular specialized program service? These are not questions to be resolved in terms of the private moral judgments or esthetic and other values of either individual licensees or the men who compose the Commission. They must rather be resolved in terms of that open-minded, well informed, judgment, sensitive to all aspects of the life of the community, without which the criterion of the public interest must become a meaningless cipher, utterly devoid of the power to give guidance and to make radio broadcasting an affirmative contribution to the life of the nation, as Congress intended it to be.' . . .

Cites Morris Decision

FCC reminded that alcoholic beverage advertising by radio "may be highly controversial," as stated in its famed Sam Morris-KRLD decision, and that "the fact the occasion for the controversy happens to be the advertising of a product cannot serve to diminish the duty of a broadcaster to treat it as such an issue."

Therefore if "serious, social and political issues" are raised through liquor advertising in some cases, the Commission noted, an obligation is thereby imposed upon the station "to make available time, if desired, to individuals or groups desiring to promote temperance and abstinence."

Commerce Committee spokesmen acknowledged receipt of half-dozen letters from stations generally commending Sen. Johnson's initiative and conceding the gravity of the whole problem if networks and stations decide to accept hard liquor advertising. The communications were not released for "ethical" reasons harking back to stations themselves, and due to committee policy.

One station operator told Sen. Johnson he was not advocating liquor ad acceptance but explained that the difference between beer and hard liquor commercials is, in some cases, a matter of degree. If a station accepts advertising from brewers of the more potent alcoholic beverages, why not liquor commercials too, he asked. The premise in those cases actually is faulty, he added.

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles
NATIONAL REP. FORJOE & CO.

Football Sponsors

(Continued from page 21)

network of 20 stations in Arkansas to carry the play-by-play of all U. of Arkansas games to be sponsored again by Esso Standard Oil Co.

R. M. Gray, manager advertising sales promotion department of Esso said that "last year, surveys showed that more than 6 out of every 10 Arkansans who had their radio turned on Saturday afternoons were listening to the broadcast. This local public service has proved a highly successful supplement to the year-round service of the *Esso Reporter*.

* * *

Redskin-Ram Exhibition Bought by Richfield

FIRST FOOTBALL telecast of the season on the West Coast will be sponsored on KTTV Los Angeles Friday (Aug. 26) by Richfield Oil Corp. when the Los Angeles Rams play the Washington Redskins. Announcer Bill Welch will handle play-by-play and John ("Richfield Reporter") Wald the commercials.

Richfield inaugurated TV earlier this summer with two Los Angeles TV programs and one-minute spots in all West Coast TV cities scheduled by Richfield's advertising agency, Hixson & Jorgensen Inc. A special survey to determine total audience will be conducted.

* * *

Ethyl Network For LSU Games

A POWERFUL regional network will air ten Louisiana State U. football games this fall, with WJBO Baton Rouge serving as the originating station. The announcement was made jointly by the sponsors, Ethyl Corp. of Baton Rouge, and the station and university.

WWL New Orleans and KWKH Shreveport—two 50 kw clear channel outlets—have been added to five other stations comprising the network, which will beam broadcasts to every section of the country except the far west and far east coasts. (See ON THE DOTTED LINE page 28.) Stations are KLOU Lake Charles, KMLB Monroe, KALB Alexandria, KVOL Lafayette and WJBO. All are 5 kw outlets, save KLOU, which is 1 kw.

John Fulton, general manager of WGST Atlanta and veteran sportscaster, has been chosen by the Ethyl agency, Batten, Barton, Durstine & Osborn, to announce the games play-by-play, most of which are slated for evening. Bob Scearce, production manager and sports director of WJBO and its affiliate, WBRL-FM, will handle color description and commercial announcements.

* * *

Norfolk High Sponsor

MARK'S Shoe Stores, Norfolk, has signed with WLOW in that city to carry the full schedule of the local Booker T. Washington High School.

Textiles

(Continued from page 25)

$18,722.79, exclusive of staff salaries but including booklets and similar supplementary material. Two new stations—WGUY Bangor and WIDE Biddeford—were added. The company has five plants in Lewiston, Saco and Augusta and normally employs upward of 7,500 people.

"Our radio program has poured out in lively style the human interest story of our state," President Ruhm reports. "It has one of the largest listening audiences in Maine. People talk about it. We employes are proud of it. When a friend says—'I heard your program last night—it was good.' you're proud, no matter what your job may be. Pride and morale are much the same thing. When we all get a kick out of saying 'I work for Bates,' then we're beginning to go places."

Public relations problems of the textile industry are out of the ordinary. It is the most decentralized of major industries with some 1,200 plants scattered through 34 states. In years past, it has struggled under the handicap of low profits with generous sprinklings of red ink. Under such conditions, wages were often low. Naturally, industry public relations were not of the best.

However, profits since 1940 have been sufficient to permit the industry to catch up with other more favored businesses and it has established living standards for its workers which compare favorably with any in the nation. Working conditions, housing, recreational and cultural facilities have similarly been markedly improved. The mills now face the problem of eradicating beliefs based on conditions long since past. Success of radio programs so far developed give evidence of their value in this task.

Canadian Billings

CANADIAN NETWORK billings for autumn and winter months will show few major changes, according to compilation of Trans-Canada and Dominion network bookings released to stations. A number of important advertisers have decided to drop their shows, but a larger number of options are shown being discussed by unnamed advertisers. There are no changes shown on daytime bookings on either network.

WOC **FIRST IN THE** QUAD Cities
DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5
Basic Affiliate of NBC, the No. 1 Network
WOC is the FIRST individual station . . . the *only* Quad-Cities station . . . to offer its clients *commercial copy analysis*. On request WOC's Research Department tests WOC advertisers' copy for sales effectiveness through listening ease and human interest . . . according to a proved formula developed by renowned analyst Dr. Rudolph Flesch. All WOC-written copy is so evaluated. *Another* in WOC's long list of "FIRST'S"!
Col. B. J. Palmer, President
Ernest Sanders, Manager
DAVENPORT, IOWA

FREE & PETERS, INC., National Representatives

A Service of Broadcasting Newsweekly

TELECASTING

AUGUST 22, 1949

COLOR VIDEO

Firm To Develop CBS System Is Planned

INTENSIVE negotiations were quietly under way last week looking toward formation of a new company to foster development of color TV in which CBS would be a participant through its ownership of the sequential color system developed by its engineering research director, Dr. Peter Goldmark.

While CBS had a stock "no comment" retort to all inquiries, there was no denial that something is afoot. Conversations are understood to be in progress with organizations interested in furtherance of color TV. Presumably the effort is to complete the organization before the start of the FCC's full-dress TV allocation hearings on Sept. 26.

Predicted Stockholders

There was no inkling as to participants aside from the evident position of CBS. It was deduced however, that the stockholders might include the three companies which have collaborated with CBS in the color transmissions at the Atlantic City convention of the American Medical Assn. last June and in the demonstrations in Washington and Baltimore last week (see story, this page).

These companies are Smith, Kline & French Inc., pharmaceutical manufacturer, which sponsored the medical demonstrations; Zenith Radio Corp., and Webster-Chicago Corp., which manufactured the color TV equipment to CBS specifications and sold it to SK&F.

SK&F, however, advised BROADCASTING officially last Friday that it was in no way interested in the manufacture or development of color-TV for public use and that its collaboration with CBS was wholly in the interest of advancement of medical science.

Because of the enthusiastic response to the Atlantic City demonstrations, it was thought that a ready market exists for the color equipment for teaching of surgery and medicine, wholly aside from its potential as a mass public medium.

If the organization plans are carried to fruition, it was thought likely that there would be several to a dozen participants, with no control held by a single entity. The company would seek to develop all phases of color from transmitter to receiver and including subsidiary fields, such as color film for both TV and motion picture projection.

CBS, it appeared, would be a stockholder along with other participants and also would be in a position to contribute its patent structure and its know-how. It is assumed the company would license its patents to other manufacturers consistent with recognized practices.

Ever since the Atlantic City demonstrations CBS has maintained strict silence in connection with its color position. It is disposed to rest on its color TV fight of two years ago, when it lost out to black-and-white.

It is known that in recent months a number of companies have talked with CBS officials about its entry into the set manufacturing field, but nothing has jelled. CBS consistently has indicated a willingness to make its color patent system available to others.

Some months ago CBS had conversations with both Bendix and Magnavox looking toward its entry of the home radio equipment field. There also had been preliminary conversations with Westinghouse, and it is understood that the latter company now is conducting an investigation of the entire color patent structure.

The color TV field also is being investigated by the so-called Condon Committee, headed by Dr. Edward U. Condon, director of the National Bureau of Standards, at the behest of the Senate Interstate & Foreign Commerce Committee.

Dr. GOLDMARK

* * *

This study was instigated after allegations had been made by committee members that color TV had been suppressed.

At the FCC allocation hearings next month, RCA will present testimony on its developments in color TV, as will CBS and possibly others. RCA has been conducting experiments at its Princeton laboratories, and in the field at Washington and Brigeport. The FCC proposals make provision for 6 mc color channels and exhaustive testimony is being sought.

RCA-NBC has remained silent on results of its color experimentations, but reports were current last week that an entirely new and hitherto unrevealed 6 mc system of all-electronic transmission has been developed and will be described at the FCC hearings.

Color TV developments of George Sleeper of San Francisco, formerly an assistant to CBS Inventor Goldmark, also may be presented at the FCC hearings. Said to use a "line sequential" standard, the system shortly will be field-tested, the FCC has been told, and the results may be presented before the hearings are closed.

The CBS surgical demonstrations, which will be continued by SK&F at other medical conventions, used a 6 mc channel. It has explained that the system is the sequential type which operates on the same principle as black-and-white. Literature distributed at the AMA convention stated that there are two types of receivers in the CBS sequential system—a projection all-electronic type using a single tube on which three color images are producted, and a direct view type utilizing a color disc which rotates in synchronism with the color disc at the camera. The receivers used at the demonstrations were of the rotating color disc type.

INTERCITY COLOR

CBS System Tested

CBS color television was successfully telecast last week from Baltimore to Washington where it was picked up on modified TV receivers. In addition, the color service was picked up off-the-air in Washington and rebroadcast.

This 35-mile airline transmission was staged by Smith, Kline & French Labs., Philadelphia. WMAR-TV Baltimore originated the programs, with receiving sets located in the National Guard Armory, Washington, as well as in the Mathieson Bldg., Baltimore.

WMAL-TV Washington, operating on Channel 7, received WMAR-TV's Channel 2 signals and rebroadcast them. Tests were conducted Wednesday, Thursday and Friday.

The pharmaceutical firm owns the equipment and will use it in a series of nationwide medical convention color TV programs. Earlier in the summer Smith, Kline & French demonstrated the color equipment over closed circuits in Philadelphia and Atlantic City [BROADCASTING, June 6].

Official Washington was represented at the armory showings, including FCC members, the two interstate commerce committees of Congress, Bureau of Standards officials, and others. Technical observers from Radio Mfrs. Assn. and Institute of Radio Engineers saw the color demonstrations in Baltimore.

The CBS showing of sequential scanning-wheel color was said to be similar to that planned in connection with the FCC's television allocation hearings starting Sept. 26. Latest version of CBS sequential color is much improved over past showings, it was stated on behalf of the network. Engineer observers agreed much progress had been made.

Pictures were shown in Washington on two TV receivers. First picture was received on a specially built Zenith model, with a 22-inch scanning wheel inside the cabinet. The attractive Zenith cabinet con-

(Continued on page 49)

when

Television

comes

in

what

happens

to radio?

Do television owners turn on the radio when there are no television programs? Do they continue to listen to top radio programs? Do women stop their housework to look at television? You will get a quick picture of what has happened to the radio-TV picture in New York—and is happening fast all over the country—from an analysis just prepared by the Du Mont Research Department. You ought to know the facts before you make up next year's advertising budget. A note or a phone call will bring them. Remember—Du Mont is the one television network that cares to release these facts, because Du Mont is exclusively in television.

TELEVISION DUMONT NETWORK America's Window on the World

515 Madison Avenue, New York 22, N. Y. • Phone MUrray Hill 8-2600 • Copyright 1949, Allen B. Du Mont Laboratories, Inc.

TV RESEARCH

Cuts Sponsors Gamble—Schwerin

QUALITATIVE research can minimize the gamble of an advertisers entrance into television, Horace Schwerin, president of Schwerin Research Corp., New York, said last week.

Mr. Schwerin summarized television findings of his company in studying a variety of TV programs and explained how he believed program testing could reduce the risk of television ventures taken now by advertisers.

Four considerations were listed by Mr. Schwerin, who spoke at a news conference in New York, as deterring many advertisers from using television now:

1. The great time and production expense needed to learn if an idea is good.
2. The lack of knowledge of how to keep good programs well-liked and how to develop new ideas.
3. The fear that changes in television and its audiences will make present "know-how" worthless.
4. The lack of knowledge of relative sales effectiveness of television versus radio.

Quality, he pointed out, is even more important in television programming than in radio. Utilizing slides, Mr. Schwerin illustrated his thesis that in radio, programs may be assisted to impressive ratings by the adjacency of a popular show. Those shows which precede or follow top-ranking programs on radio usually get high ratings, too.

In television, however, popularity does not rub off on programs next to one which is a leader. TV viewers are quicker to turn their dial than are radio listeners.

The Schwerin technique worked out to test television programs and to discover what parts of them are liked or disliked involves testing audiences at home as well as at a studio. The Schwerin firm has conducted at-home audience tests in Chicago on NBC's *Quiz Kids*, sponsored by Miles Labs and is about to undertake similar tests on other NBC shows in New York.

Messrs. Beville (left) and Schwerin examine the television profile display machine.

Mr. Schwerin said a very close correlation had been noted between the scores achieved by a program tested by the at-home audience and those obtained in studio audience tests (see graph on *Quiz Kids*).

He said that Schwerin test scores bore a "direct relationship" with the number of viewers attracted by the tested programs. "A high Schwerin score generally means a high rating, while a low score means a low rating," he said.

He showed several parts of various programs to illustrate how test audiences reacted. The only program of the several displayed that could be identified was *Quiz Kids*. Mr. Schwerin said that as yet his company had not accumulated enough information to indulge in generalities about audience response to various types of programming, but it was possible to discern the degree of liking or disliking for specific program sequences.

Mr. Schwerin said his test had shown that there was little difference between television set owners and non-owners in their reactions to television shows (see graph). Further, he said, the size of the screen upon which viewers saw the program did not influence their reactions, nor was there an appreciable difference in the reactions to a given program of persons who had owned sets a long time or those who had owned them a short while.

These factors, he thought, tended to dispel the common fear that changes in the television audience would make present programming "know-how" worthless.

One important factor that influences audience liking for a show is the socio-economic status of the viewer, he said. It can be stated generally, he said, that those in low income brackets like more about most shows than do those in high brackets.

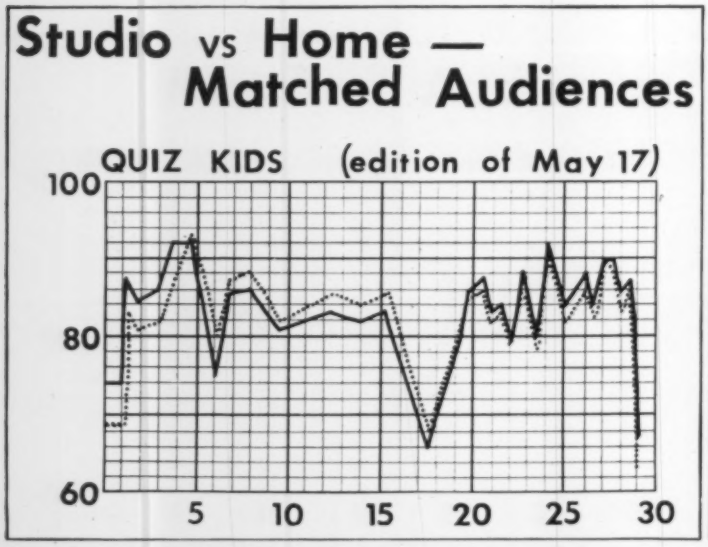
Introducing Mr. Schwerin at the news conference, Hugh M. Beville Jr., NBC director of research, announced that the Schwerin firm, which has tested NBC radio programs since 1946, would begin widespread testing of its TV shows.

The first at-home Schwerin testing will take place Aug. 24 on the NBC-TV *Believe It or Not* program. Ballots have already been mailed to a selected sample of 2,000 New York viewers.

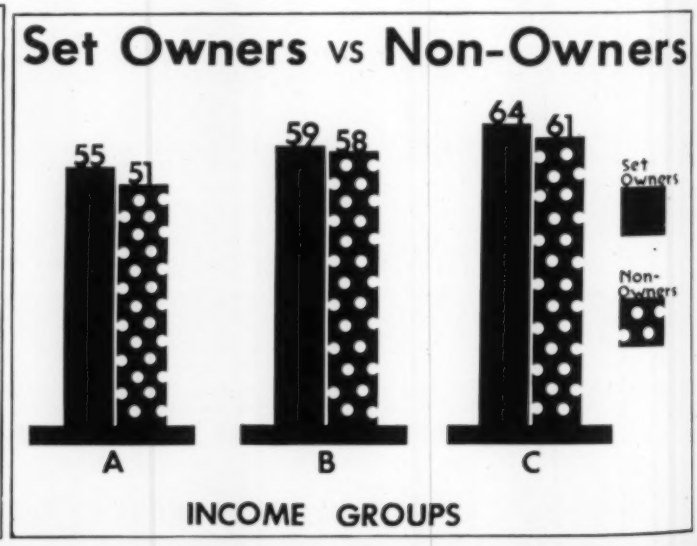
The home-testing system uses "cue numbers" that appear at intervals in the picture. At the flash of a number on the screen, the viewer marks, in a place on the ballot, whether he thinks that moment in the program is good, fair or poor.

Bolen RTDG Head

MURRAY BOLEN, vice president of Radio and Television Directors Guild, has been named president to replace John Guedel who resigned. Helen Mack, secretary, becomes vice president; and Sterling Tracy, treasurer, is secretary-treasurer.



Solid line represents average profile of Schwerin home tests in Chicago, Detroit and Cleveland
Dotted line shows profile of studio test in New York



WOR-TV TESTS

Response Favorable On Telecast

TELEPHONE calls from more than 1,000 televiewers swamped the WOR-TV New York switchboards last Tuesday night in response to the station's request for comments on the reception in fringe areas of its unexpected telecast of the Brooklyn Dodgers-Philadelphia Phillies baseball game from Ebbets Field, Brooklyn.

According to J. R. Poppele, WOR-TV vice president in charge of engineering, the majority of the calls congratulated the station on the clarity of the reception, as was the case last Sunday night, when equipment tests on an unscheduled basis were started by the station.

First test signals were transmitted from 9:10 p.m. until 12:30 a.m. Sunday, Aug. 14, shortly after connection of the coaxial cable between the transmitter and the 760 foot antenna in North Bergen, N. J.

Trial transmissions were made for WOR-TV engineers to observe the station's signal and to adjust their equipment, but more than 1,300 telephone calls were received Sunday night from viewers who had picked up the signal. All reports were favorable except two, Mr. Poppele said; these from people who believed their receivers improperly adjusted because other stations were coming in poorly.

Calls were received from as far north as Schenectady, N. Y., 140 miles away; as far southwest as Philadelphia, 80 miles distant; from the East as far as Patchogue, L. I., 54 miles away, and from the west, Stroudsburg, Pa., 80 miles distant.

The remaining eight Brooklyn Dodgers night games will be carried by WOR-TV. Games will be telecast from 8:25 p.m. to conclusion, but the station will take to the air at 7:45 p.m. on those evenings with its equipment test pattern.

The scheduled games are on Aug. 23, 26, 29, 31 and Sept. 6, 7, 8 and 24. WOR-TV is using CBS pick-up equipment for the telecasts, with games being carried via micro-wave from Ebbets Field to the WOR-TV tower.

Primary television rights to the games are held by WCBS-TV New York and Shaefer Beer. WOR-TV telecasts are by special arrangement and are considered equipment test programming.

It was also announced by Mr. Poppele that regularly scheduled test patterns are to start shortly, with the date to be announced this week.

Film Report

FILM SERIES developed by **Television Productions Inc.**, Chicago, will show **Chicago Cardinals** professional football games played previous Sunday. Scheduled to start Aug. 30 on WBKB(TV) Chicago, series sponsored by **Peter Fox Brewing Co. of Illinois** will run 13 weeks. Cardinals star, Marshall Goldberg, and Sportscaster Bob Elson will appear at open, break and close with narration over game shots. Agency: **Carroll Dean Murphy**, Chicago.

Telefilm Inc., Hollywood, has announced renewal of its *Roving Camera* series on WWJ-TV Detroit for 52 weeks. . . . WABD (TV) New York, currently carrying weekly one-minute film announcement for **Procter & Gamble**, Cincinnati, on behalf of Tide (detergent). Contract placed through **Benton and Bowles Inc.**, New York, is for 52 weeks. Other contracts signed by WABD include **Inkograph Co. Inc.** (writing materials) through **S. R. Leon Co.**, both New York. Initial 15-week contract covers two one-minute spots weekly. **Chevrolet Dealers Assn. Inc.**, through **Campbell Ewald Co.**, New York has renewed contract for additional 13 weeks, thrice-weekly film announcements.

Apex Films, Hollywood, producing series of film commercials for **General Mills** and **American Bakeries Corp.**, Atlanta. . . . **Nat Winecoff** has been named West Coast director of sales for **Jerry Fairbanks Inc.**, Hollywood. Mr. Winecoff will handle all agency-client relations in west. He was formerly head of Fairbanks Music Publishing Co.

WLAV-TV OPENS

Is NBC, ABC, DTN Affiliate

FORMAL OPENING of WLAV-TV Grand Rapids, the initial Michigan TV outlet outside of Detroit, was held last Monday (Aug. 15). WLAV-TV, licensed to Leonard Versluis, owner of WLAV and WLAV-FM, operates on Channel 7 (174-180 mc) with 20 kw visual and 10 kw aural power [BROADCASTING, Aug. 8].

The station announced last week that it had signed an affiliation agreement with NBC, effective Aug. 21, and is now an interconnected affiliate of the network. It also is affiliated with ABC and DuMont. Plans are to receive programs from WBKB (TV), WERN-TV, WGN-TV and WNBQ (TV), all Chicago stations.

Guests were invited to witness WLAV-TV's first program telecast from the stage of the Midtown Theatre in Grand Rapids. The station is to carry only network programs and feature films and at present will not originate local shows. It hopes to serve Lansing, Kalamazoo, Holland, Muskegon, Grand Haven and other nearby cities. In addition to Mr. Versluis, other station officials include Hy Steed general manager and Lee Stevens chief engineer.

THE BEST THAT MONEY CAN BUY!

. . . And that's just what WGN-TV's new, ultra-modern antenna and transmitter are— the finest and newest equipment made.

WGN-TV's new General Electric television transmitter combines *every* modern improvement for producing the finest pictures and sound known to man.

WGN-TV is the only Chicago station that can boast of having "the last word" in transmitting equipment.

In addition, the completely new RCA turnstile TV antenna reaching 610 feet into the sky atop Tribune Tower *insures* uniformly bright, clear reception throughout Chicagoland.

These new technical advances, which can be found *only* at WGN-TV, provide 2 services:

a. The finest picture in all Chicago.

b. Equipment excelled by none for your advertising message.

DUMONT WGN-TV CBS

CHANNEL 9 · CHICAGO

Telestatus

Analysis of Sponsors June 5-11

(Report 73)

FOOD and food product advertisers continued to be the nation's leading users of television time in June. Total accounts in this field jumped from 182 in May to 210 for June. The increase was reflected all along the line, through network, spot and local business, according to the N. C. Rorabaugh Co., publisher of the *Rorabaugh Report on Television Advertising.*

Spot and local figures for the report week of June 5-11 are incomplete because WBAL-TV Baltimore and WHIO-TV Dayton do not report to the Rorabaugh firm. Network figures are obtained from the networks and, therefore, include all 65 stations.

Second highest product group for June was Automotive, Automotive Equipment and Accessories with 162 accounts (table I). In the local field, advertisers jumped from 121 in May to 143 in June, making this the leading user of local television time.

Radios, Phonographs, Musical Instruments and Accessories moved from fourth place in May to third place in June, gaining nine accounts for a June total of 142. In the local field the category also was in third place with 127 accounts, a gain of 11 over May. One account was lost in both network and spot business.

Although 10 accounts dropped in the category of Household Equipment and Supplies, this group moved from fifth place in May to fourth place in June. The decreases came in the spot and local field but still gave the category 117 accounts for the month.

Despite the losses in some categories total television advertisers in the test week of June increased by 90. Network and spot business dropped slightly for the month, with the over all increase in advertisers made up in the local field. There were four new markets reporting for the month—Indianapolis, Lancaster, Pa., Oklahoma City and San Diego. The number of advertisers using these markets appeared in TELESTATUS, Aug. 1.

The predominant production method on the networks in June was live, with the majority of programs falling in the variety clas-

(Continued on page 47)

* * *

Table I

Number of Advertisers by Product Groups

	Network	Spot	Local Retail	Total
1. Agricultural & Farming	—	2	—	2
2. Apparel, Footwear & Accessories	2	15	98	115
3. Automotive, Automotive Accessories & Equipment	9	10	143	162
4. Aviation, Aviation Accessories & Equipment	—	—	—	—
5. Beer, Wine & Liquor	1	85	12	98
6. Building Materials, Equipment & Fixtures	—	4	37	41
7. Confectionary & Soft Drinks	3	23	20	46
8. Consumer Services	—	1	66	67
9. Drugs & Remedies	2	9	11	22
10. Entertainment & Amusements	—	—	21	21
11. Food & Food Products	9	72	129	210
12. Gasoline, Lubricants & Other Fuels	2	7	10	19
13. Horticulture	—	—	4	4
14. Household Equipment & Supplies	4	19	94	117
15. Household Furnishings	2	7	72	81
16. Industrial Materials	—	—	—	—
17. Insurance & Banks	—	3	40	43
18. Jewelry, Optical Goods & Cameras	1	9	21	31
19. Office Equipment, Stationery & Writing Supplies	—	2	7	9
20. Publishing & Media	1	4	19	24
21. Radios, Phonographs, Musical Instruments & Accessories	4	11	127	142
22. Retail Stores & Shops	—	—	45	45
23. Smoking Materials	5	12	4	21
24. Soaps, Cleansers & Polishes	1	10	3	14
25. Sporting Goods & Toys	1	1	19	21
26. Toiletries	7	11	6	24
27. Transportation, Travel & Resorts	—	2	14	16
28. Miscellaneous	—	5	33	38
TOTAL	54	324	1,055	1,433

* * *

Table II

SPONSORED COMMERCIAL TV TIME BY PROGRAM TYPE AND PRODUCTION METHOD

(Hrs.-Mins.)

Network

	Live	Film	Live & Film	Slide	Remote	Total
Aud. Part.	21:30					21:30
Children's	124:00					124:00
Dramatic	84:45					84:45
Educational	23:45	13:30				37:15
Woman's	2:45					2:45
Musical	54:15					54:15
News		29:30				29:30
Quiz	17:30					17:30
Sports		3:45			7:00	10:45
Variety	270:30					270:30
Miscellaneous	1:15					1:15
Total	600:15	46:45			7:00	654:00

Spot

	Live	Film	Live & Film	Slide	Remote	Total
Aud. Part						
Children's	3:02		1:05			4:07
Dramatic	1:18	:02				1:20
Educational	:59	:27				1:26
Woman's	8:02	1:39	:05			9:46
Musical	2:33	1:41		:02		4:16
News	:47	4:55		:50		6:32
Quiz	1:36			:02		1:38
Sports	10:37	14:46	3:25	1:00	180:50	210:38
Variety	12:52	1:02	:30	:02	:50	15:16
Weather		:16	:04	:20		:40
Announcements	:36	20:02	:36	1:46	:03	23:03
Miscellaneous	:15	:44		5:00		5:59
Total	42:37	45:34	5:45	9:02	181:43	284:41

Local

	Live	Film	Live & Film	Slide	Remote	Total
Aud. Part.	1:45	:02		:18	1:15	3:20
Children's	6:38	2:02	2:20	:35	1:15	12:50
Dramatic	1:02	23:51		:02	1:00	25:55
Educational	:19	1:35	1:23			2:19
Woman's	15:03	:02		1:50	1:34	18:27
Musical	5:50	1:27	:31	:22	1:00	9:30
News	5:44	10:25	5:01	2:33		24:03
Quiz	3:26	:17	1:00		:30	5:13
Sports	5:32	1:42	:07	:02	135:57	143:26
Sp. Events	1:45				2:30	4:15
Variety	14:20	:50	1:20	:31	:30	17:31
Weather	:33	:16	1:35	:05		2:29
Announcements	2:14	14:37	1:52	8:25		26:45
Miscellaneous	3:26	2:52				6:18
Total	67:37	60:15	14:11	14:43	145:31	302:17

JULY TELEVISION TIME

Slight Drop in Month's Advertising Noted

COMMERCIAL television time in July, running into that good old business term, "the summer slump," dropped slightly from the preceding month on the four national networks. The number of advertisers dropped from 54 in June to 42 last month. Dollar-wise, the decline was from $936,087 in June to $721,336 for July, according to figures compiled by the N. C. Rorabaugh Co. and released in the *Rorabaugh Report on Television Advertising.* (Network advertisers by month and network are shown in Table A; gross time billings by network appear in Table B.)

During July Admiral Corp. made the largest expenditures for network TV time, spending $67,652 in its backing of *Stop the Music* (ABC-TV) and *Hopalong Cassidy* (NBC-TV). The Buick Div. of General Motors Corp. was second with $47,400 worth of business on NBC-TV. The company's hour-long, Tuesday evening program, *Fireball Fun-For-All,* is on behalf of Buick cars. A quarter-hour, Monday through Friday strip, *Mohawk Showroom,* on NBC-TV, put Mohawk Carpet Mills Inc. in the third place position for total network expenditures in July. The program was presented on 11 stations and cost the rug and carpet firm $41,160. Fourth and fifth places were taken by two tobacco firms, R. J. Reynolds Tobacco Co. (Camels) and P. Lorillard Co. (Old Gold), respectively. Reynolds spent $40,152 for its *Camel News Caravan,* a quarter-hour, five a week strip seen on 18 NBC-TV stations during July. A half-hour of *Stop the Music* once weekly on ABC-TV and the hour-long *Original Amateur Hour* on DuMont brought the Lorillard Co. expenditures for TV time in July to $37,868.

* * *

Table A

NETWORK ADVERTISERS IN JULY

Month	ABC	CBS	DTN	NBC
June 1948	—	4	1	13
July	—	3	2	13
Aug.	—	3	5	13
Sept.	—	4	5	15
Oct.	3	6	5	24
Nov.	3	6	5	29
Dec.	2	9	6	28
Jan. 1949	2	9	4	24
Feb.	3	15	6	29
March	4	20	6	26
April	7	21	7	30
May	15	23	6	25
June	14	21	6	23
July	11	13	5	18

Note: When an advertiser sponsors two or more shows on one given network, he is counted once in the totals for that network.

* * *

Table B

1949 GROSS TIME BILLINGS BY NETWORKS

	*Jan.-April	May	June	July	Jan.-July
ABC-TV	$ 98,000	$ 140,908	$135,720	$132,738	$ 507,366
CBS-TV	615,000	277,840	251,070	123,090	1,267,000
DTN	292,000	113,520	101,230	97,320	604,070
NBC-TV	1,495,000	505,710	448,067	368,188	2,816,965
TOTAL	$2,500,000	$1,037,978	$936,087	$721,336	$5,195,401

* Figures in this column are estimated pending adjustment of actual figures for January through April.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

Still more results on WMAR-TV in Maryland!

SERIES NUMBER 6

TV Success Story

Submitted by

MONUMENTAL STORAGE & RUG CLEANING COMPANY
1110 Park Avenue

This year, we decided to try out television as a new advertising medium . . . and so ran a series of one-minute TV spots, which in effect, took televiewers through our immense rug cleaning and storage plant. According to our National Association, the rug cleaning business has taken a general 10% dip throughout the country. In contrast, our business has shown a substantial increase. Since TV was the only addition we made to our regular advertising media, certainly we can attribute much of this increase to the new medium . . . and WMAR-TV."

Lawrence P. Naylor, Jr.

☆

The television advertising referred to above was placed by

EMERY ADVERTISING CORPORATION
2 East North Avenue

TV Success Story

Submitted by

FREE STATE BREWERY
1108 Hillen St.

The "Weather Report Cartoon Slides" which we televise over WMAR-TV are in a large measure responsible for the ever increasing popularity of Free State Beer. These service announcements in the public interest have been telecast daily for the past few months. During this time our sales figures show that more and more people have been asking for Free State Beer. Our dealers, too, have expressed their approval, which is further indication that our advertising on WMAR-TV has been most effective.

Harry B. Wolf, Jr.

☆

The television advertising referred to above was placed by

I. A. Goldman & Company Advertising Agency
7 St. Paul St.

TV Success Story

Submitted by

ROYAL DUNLOGGIN DAIRY

We know that WMAR-TV belongs right up in the front row of our sales force. Our advertising agency produced several television films for us and we have used these on your station for six months.

This advertising has produced exceptionally good results . . . Here's a renewal of our contract.

ROBERT W. BAKER

☆

The television advertising referred to above was placed by

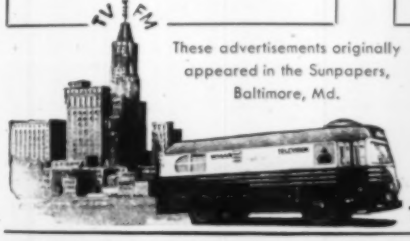
ALFRED ADVERTISING INC.
516 North Charles St.

TV Success Story

Submitted by

Consolidated Gas Electric Light and Power Company of Baltimore

During the past three months that the HOMEMAKERS' ROUNDUP has been telecast direct from the Home Service Bureau's kitchen each TUESDAY AFTERNOON AT 3 O'CLOCK we have found that many Baltimore housewives are interested in seeing and hearing about new cooking ideas and seasonal suggestions. The many letters and telephone calls requesting the menus and recipes used on the program indicate an increasing audience. Television is certainly a direct method of showing the ease with which excellent meals can be prepared.



These advertisements originally appeared in the Sunpapers, Baltimore, Md.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TV PROPOSALS

DuMont Plan Announced

By LARRY CHRISTOPHER

MAGNITUDE and complexity of FCC's proposals to revise its television allocations and TV engineering standards became more apparent last week as industry briefs and comments continued to flow into the Commission amid developments that included:

● Announcement by Allen B. DuMont Labs. that it will present at the TV hearing commencing Sept. 26 its new national allocations plan which would minimize the VHF-UHF channel intermixture contained in FCC's proposal, provide multiple VHF services in most of the 140 major markets and provide TV service in other communities through UHF channels.

● Petition by the Federal Communications Bar Assn. contesting legality of the TV allocation rule-making procedure and requesting oral argument before start of the Sept. 26 proceeding.

● Report that the Assn. of Federal Communications Consulting Engineers has approved a draft report challenging certain basic concepts and philosophies contained in the Commission's proposed allocation and standards revision.

● Presentation by CBS, in reply to FCC's July 20 request for full data on color TV progress and experimentation, outlining refinements in the network's disc-type sequential color system which appeared to meet the Commission's proposed specifications in many respects.

Additional briefs were received concerning specific allocations, experimentation in the UHF band and color tests, but the big load is seen hitting the Commission this week and climaxing Friday, Aug. 26, the deadline set by FCC. Deadline for filing replies to these comments is Sept. 12. Both dates had been postponed by the Commission a fortnight ago upon demands of the industry for sufficient time to prepare for the comprehensive proceeding [BROADCASTING, Aug. 1].

Meanwhile, last week the Commission further amended its proposed rule-making proceeding on allocation [BROADCASTING, July 18] to: (1) delete Channel 13 at Alexandria, La.; (2) substitute Channel 31 for 41 at Winifred, Mont.; (3) substitute Channel 44 for 45 at Woodward, Okla.; (4) delete Channel 18 at Orange, Tex.; (5) substitute Channel 35 for 34 at Montgomery, W. Va., and (6) allocate Channel 42 to Festus, Mo. FCC said the changes corrected omissions or errors in the earlier announcement.

FCBA Contention

It is contended by FCBA, as resolved by its executive committee at a special meeting held Tuesday, that the proposed TV allocation procedure "serves to deprive applicants of an opportunity for a hearing and, accordingly, is contrary to the law; and that as an alternative the Commission consider the TV allocation as a guide in order that applicants may be guaranteed a hearing." Under the FCC's proposed rule-making method, the Commission arbitrarily could decide for itself whether it wished to grant a hearing on any request to modify the allocation plan so as to provide for an assignment to any area not covered in the plan, it was explained.

Exactly what position the AFCCE has taken will not be revealed publicly until it files its statement this week. However, it was indicated resolutions adopted last Wednesday hold that engineeringwise the allocation shouldn't be an unchangeable part of the rules. It further is expected they will contest the Commission's assumption that UHF service is available on a comparable basis to existing VHF service, or will be in the near future. AFCCE's position also is expected to be that allocation must follow a practical, flexible pattern which is amenable to evolution, rather than rigid government plan.

The new DuMont allocation plan was outlined last Tuesday by Dr. Thomas T. Goldsmith Jr., DuMont's director of research, who developed the program, before a meeting of the Radio Mfrs. Assn. Television Committee at the Roosevelt Hotel, New York. Simultaneously, the plan was reported in a letter to all DuMont affiliates by Comdr. Mortimer W. Loewi, director of the DuMont TV network.

Details of the plan were not revealed, however, since the special 32-man team engaged in preparing the exhaustive presentation was still completing portions of its work. The study has been in progress for two years, it was stated, and constitutes maturation of DuMont's many years of inquiry as to what should constitute a workable, competitive nation-wide television system. Tentative VHF and VHF-UHF plans were submitted by DuMont during the TV proceedings last summer.

DuMont's plan would use 65 UHF channels in addition to the 12 existing VHF channels while FCC proposes to assign only 42 UHF channels in addition to the present VHF facilities. In summary, the DuMont plan is based upon the following factors:

1. **The 12 present VHF channels are utilized to the fullest extent for minimum of four channels per city in most of the 140 metropolitan districts. FCC's proposal provides four VHF channels in only 20 of the first 50 cities in the U.S. while DuMont's plan would provide about 35 of the first 50 cities with four or more VHF channels.**
2. **48 UHF 6-mc channels are used to assure adequate service to other communities.**
3. **An additional 10 UHF channels are reserved for community channels to protect smaller towns not yet ready for TV and which are not prescribed in the general plan. When such communities are ready to enter TV, the channels would be available on basis of first-come, first serve.**
4. **Seven further UHF channels are**

(Continued on page 64)

TCI

Specialists

TV FILM SPOTS

***TELEVISION CARTOONS, INC.**
361 WEST BROADWAY, NEW YORK

HUBBELL TV INC.

Readying Foreign Films

WITHIN a few days, 600 film shorts adapted to television and 70 full-length features will be made available to American video networks, stations and advertising agencies by a new company, Hubbell Television Inc.

That was made known to BROADCASTING by Richard W. Hubbell, president of the company, on his return last week from Europe, where he made elaborate arrangements with British, French and Italian film companies to purchase both their products and services for TV film making. Some $62,000,000 worth of pictures immediately will become available to TV stations, he said.

The bulk of the British films is scheduled to arrive in September. New films, produced especially for Hubbell, are then expected to arrive as completed. Some Italian pictures contracted for already have reached New York.

As Mr. Hubbell told BROADCASTING of his film plans, he revealed something of the organization he has quietly been building since Jan. 1947 to produce, sell and distribute TV programs, primarily on motion picture film. Mr. Hubbell also is chairman of the television, radio and motion picture management consultant firm of Richard W. Hubbell and Assoc., New York.

He explained that Hubbell Television Inc. will operate through contracts with companies to be set up in foreign countries.

In England, such a company already has been established, under the name, Richardson-Hubbell Television Networks Ltd. That organization is owned by W. T. (Bob) Richardson, a director of 17 English corporations, a television enthusiast and a man of great wealth, according to Mr. Hubbell.

The English company has entered into contracts with Associated British-Pathe, England's second largest film producer, and with Ealing studios. In turn, the English company is bound to give all film rights to the Hubbell Television Inc. for ten years in U. S., Canada, Mexico and Cuba.

Mr. Hubbell said that 50 per cent of all English film producing facilities were in the process of being made available to Hubbell Television Inc.

Nine Ready Soon

Those facilities already have been producing for Hubbell, with the result that nine different film series will be ready very soon, with most of the films arriving in this country this month.

Among these is a series of 260 films called *Pathe Pictorial Review*, which he said Terry Ashwood, chief producer for associated British-Pathe, has been adapting for American TV audiences. Each issue of that series contains one subject of appeal to the entire family and one of special appeal respectively to the wife, the husband,

AMERICAN-BRITISH combine to make British films available to American TV audiences is formed by (l to r): Richard W. Hubbell, president of Hubbell Television Inc., New York; his wife, Kyra, vice president and secretary of the company, and W. T. (Bob) Richardson, head of Richardson-Hubbell Television Networks Ltd., London.

* * *

the daughter and the son of a household.

A 26-week series, called *Pathe Looks at Life*, is among the others initially to be available. That series and the review series will be sharply timed so each issue will run nine minutes and 50 seconds, including the time allowed for insertions of commercials. The extra ten seconds is for station identification. Also available immediately will be several series of five-minute shorts which can be run independently or with either

(Continued on page 65)

LAW CANVASS

Radio Attorney Probes Problems for Book

THE LAW on some of the most difficult problems confronting television broadcasters—property rights, film contracts and the right of privacy—is canvassed at length by Harry P. Warner, Washington radio attorney, in the 1949 supplement for his book, *Radio and Television Law* [BROADCASTING, Oct. 4, 1948].

The 115-page supplement, published fortnight ago, deals largely with law that has not yet had a chance to become clearly defined. Thus it not only is timely but is of especial value as a guide to wise handling of knotty legal problems which will face television operators. Where no clear body of law has been developed, it is helpful to know the problems, the background, and the law on related cases. This Mr. Warner has provided in detail.

The worth of the study is further enhanced by Mr. Warner's method of treatment. It is written in unlegalistic language and the problems are approached from the viewpoint of the station and advertiser.

Aside from the three chapters relating primarily to legal problems in the television field, there is a section on facsimile, the principles of its operation, its uses and prospects, and the FCC rules and regulations governing it.

In his study of television film contracts Mr. Warner discusses the warranties which a television user should seek from a producer; the common law and statutory copyright of film; restrictions imposed by the American Federation of Musicians upon the use of the music track on films; music clearances and licenses which should be obtained; the role of the American Society of Composers, Authors and Publishers and other societies; the use of old film, and various union and guild problems.

The station's rights in dramatic, musical, news and sports programs are studied in the chapter on property rights, together with methods for their protection: statutory copyright, common law copyright, and unfair competition. In his analysis of the right of privacy on television Mr. Warner outlines the principles which the courts may be expected to follow in this field, based on (1) the historical view of property rights; (2) its common law and statutory development; (3) limitations imposed in matters of public interest, and (4) an analysis of radio, motion picture and newsreel cases.

Mr. Warner is associated with the Washington firm of Segal, Smith & Hennessey. He has devoted more than four years to the research for and writing of his book and this supplement, and he plans additional supplements as developments warrant. The book is published by Matthew Bender & Co., Albany, N. Y.

CORNELL FILMS

Hanna Heads New Firm

CORNELL FILMS has been organized at Ithaca, N. Y., to produce commercial and public service programs for television stations and industry in general. Michael R. Hanna, general manager of WHCU and WHCU-FM Ithaca and NAB District 2 director, is head of the new concern which becomes a unit of the Cornell radio properties.

Mr. Hanna

The company will produce film programs of an educational and informational type, utilizing the extensive technical and research facilities of the university's photo science laboratory. Offices are in Savings Bank Bldg., Ithaca.

"The programs will emphasize the showmanship of commercial telecasting rather than the dry, pedagogical side but still be highly authoritative," Mr. Hanna said. Ithaca has unparalleled resources in education, agriculture, drama, music, sports, engineering, nuclear physics, homemaking and nutrition, with many of the world's foremost authorities available.

"Cornell Films will be a completely professional operation. Production personnel will be drawn from the station. We will tie up the art of taking motion pictures with the art of visual broadcasting so the viewer will learn something and be entertained at the same time.

"All facilities are now ready. A sample film is going into production and will be ready in the near future. We have commitments from several stations already. All films will be open-end."

Cornell U., operating WHCU and WHCU-FM, is an applicant for a TV station.

AUGUST TELEPULSE

'Toast of the Town' Tops

LEADING the top ten video programs again is *Toast of the Town*, according to the New York Telepulse listing for Aug. 1-7, while *Godfrey and His Friends* dropped to fourth place since the July report. *Crusade in Europe*, the ABC Eisenhower documentary, made its first appearance in the top ten lists in the Aug. 1-7 report, in ninth place.

Complete report follows:

NEW YORK TELEPULSE TOP TEN SHOWS
August 1-7

Toast of the Town	WCBS-TV	36.0
Original Amateur Hour	WABD	31.1
Kraft TV Theatre	WNBT	29.6
Godfrey and Friends	WCBS-TV	27.8
Fireball Fun-For-All	WNBT	25.9
Stop The Music	WJZ-TV	25.0
St. Louis vs Yankees	WABD	24.2
Break The Bank	WJZ-TV	20.3
*Crusade in Europe	WJZ-TV	19.8
Summer Playhouse	WNBT	18.9

* Last ¼ Hour includes Pal Headliner

Telestatus

(Continued from page 44)

sification. Although a great deal of music was presented on these programs, unless they were straight music, such as the *Fred Waring Show*, they were classified as variety (Table II). The same holds true of classifying live programs which might use film or slides in the presentation. If the show is predominantly live it is placed in this classification even though film and slide may have been used to some extent. Quiz programs which feature audience participation are placed in the audience participation classification.

Network sponsorship of sports events was very low in June. In the spot and local fields, however, it was the predominant commercial program fare. Remote baseball telecasts, of course, took the lead, but horse racing, fights and other sports also were included. Spot advertisers bought 14 hours and 46 minutes of filmed sports and 10 hours and 37 minutes of live studio sports. Locally the money was on remote telecasts with studio live and filmed sports playing a relatively unimportant role.

Announcements were second choice in the time purchases of local and spot advertisers, accounting for 23 hours and 3 minutes in the spot field and 26 hours and 45 minutes locally. Naturally no announcements were used on a network basis and children's programs were in second place with 124 hours.

For network and local advertisers, dramatic programs were another high source of revenue to the telecaster. Although drama on the networks accounted for only 84 hours and 45 minutes (13%), and locally for 25 hours and 55 minutes (9%), this was still the third ranking classification in both categories. Drama on the network was predominantly live while for the local advertiser, film was his chief source of supply. The spot advertiser made variety programs his third choice, relying mostly on live productions.

TABLE III

TV PRODUCTION METHODS (Hrs.-Min.)

	Live	Film	Live & Film	Slide	Remote	Total
Networks	600:15	46:45			7:00	654:00
Spot	42:37	45:34	5:45	9:02	181:43	284:41
Local	67:37	60:15	14:11	14:43	145:31	302:17
Total	710:29	152:34	19:56	23:45	334:14	1240:58

LOS ANGELES:—Everything grows bigger in Southern California (even if that is Chamber of Commerce talk!) Television is no exception. We now have more TV advertisers than New York. And more local advertisers than any other city, as of June.

When local advertisers invest advertising money, you know television has proved itself here. Take another look at your selling strategy in this area—smart money is going into TV TODAY. Radio Sales can show you KTTV's record.

WHAT's the factual story behind television in Los Angeles? We have just completed a 12-month survey, based on the Los Angeles Times Home Audit. Things like home ownership-rental figures, set distribution, number of children in TV homes, occupation and other basic material are included.

Survey cost several thousand dollars to dig out, and worth every penny. This is the only large-sample TV survey available for Greater Los Angeles. Radio Sales will have copies. Or write us direct.

FRANK KING, our sales manager, is winging Eastward August 12th for several weeks. Frank has an up-to-the-minute story on television, so give him your kind attention, please.

MORE studio space for KTTV. We leased two more studios, with over 10,000 square feet. Fall will see more big-time shows originating here, along with top-flight CBS TV programs scheduled.

KTTV
OWNED BY
LOS ANGELES TIMES—CBS
LOS ANGELES

COLOR VIDEO

RMA Members To Testify

THE factories that make nearly nine-tenths of the nation's television sets will tell what they think about present progress of color video when FCC's TV hearings open Sept. 26.

Manufacturer ideas of polychrome TV will be presented to the FCC by Raymond C. Cosgrove, Avco Corp., president of Radio Mfrs. Assn. Mr. Cosgrove was designated last week by the RMA Television Committee to serve as his industry's spokesman. He will present the overall industry position.

W. R. G. Baker, General Electric Co., will present major technical recommendations and findings of RMA with the aid of the chairman of four subcommittees now engaged in a thorough study of the current status and the future prospects of color TV.

The RMA Television Committee and a special color TV committee of RMA's Engineering Dept. will report their findings Sept. 16 to the RMA board meeting at White Sulphur Springs, W. Va. A joint RMA and Canadian RMA board conference will be held Sept. 15-16.

Extensive study of color video systems is under way by the four RMA special subcommittees. They are going into equipment availability, estimated costs, adaptability of receivers and related matters. Their findings will be submitted to the full RMA Television Committee.

Members of the full committee, which met last Tuesday at the Roosevelt Hotel, New York, are: Max F. Balcom, Sylvania Electric Products, chairman; Benjamin Abrams, Emerson Radio & Phonograph Co.; Dr. Baker; W. J. Barkley, Collins Radio Co.; H. C. Bonfig, Zenith Radio Corp.; Allen B. DuMont, DuMont Labs.; J. B. Elliott, RCA Victor; Paul V. Galvin, Motorola Inc.; W. J. Halligan, Hallicrafters Co.; L. F. Hardy, Philco Corp.; George M. Gardner, Wells-Gardner.

WFMY-TV STARTS

Emphasis on Live Video

WFMY-TV Greensboro, N. C., took the air Thursday evening, using the slogan, "The first station in the Carolinas with live television." The interim operation uses 1670 w radiated video power and 835 w sound on Channel 2.

Reliable reception reports came from points up to a hundred miles away, according to Gaines Kelley, general manager, who also manages WFMY. Live programs will be an important phase of the operation, he said. Network service via film includes NBC, ABC, CBS and DuMont. The transmitter is DuMont, with 3-bay RCA pylon atop the 400-foot FM tower. Construction was started last May.

Chief engineer is James F. Winecoff, assisted by Maynard M. Cummings, TV technical director. Other officials include L. O. Hutchins, commercial manager; Norman Gittleson, promotion manager; Ted W. Austin, program director; Robert Currie, producer.

MA PERKINS

OXYDOL Saves money with Columbia LP Microgroove Transcriptions

Dancer-Fitzgerald-Sample, Inc., producers of "Ma Perkins," report a saving of $2500.00 on just *one* series of programs covering 25 spot stations. A saving that amounts to 75¢ per pressing —savings over and above economies in packaging and shipping!

NEW BANDING TECHNIQUE

Newest advance in radio transcription recording—possible only by the Columbia LP Microgroove method.

Columbia LP Transcriptions permit up to 20 minutes of program per side. This allows the "Banding" or separating of a 15 minute transcription into sections—for example:

Band 1 *Billboard*
Band 2 *Opening Commercial*
Band 3 *Body of Show*
Band 4 *Closing Commercial*
Band 5 *Tag*

Each section stands out—but is connected by spirals.

COLUMBIA TRANSCRIPTIONS

A Division of Columbia Records, Inc.

Trade-Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas

LOS ANGELES NEW YORK CHICAGO

STARCH

To Survey TV Commercials Audience Reaction

A NEW service called the "Starch Report on Television Commercials" will be offered to the television industry on a monthly basis starting Sept. 20.

That was announced Thursday afternoon at a news conference in New York called by the Daniel Starch & Staff Research Organization to explain how its new service will operate.

In brief, the service will be a continuing consumer research project covering audience reaction to TV commercials. It also will measure the brand preference of the viewers.

The new project, according to Dr. Starch, is an outgrowth of his organization's 18 years of experience in measuring the effectiveness of visual advertising, primarily in the magazine and newspaper field. The service has been under test in New York for several months, but will start out with viewer reactions recorded by personal interview of a total of 400 set owners in four cities—New York, Chicago, Boston and Philadelphia. As the service develops, it will be spread to other cities, it was said.

Trained interviewers will go to TV set owners, selected to included a cross-section of income groups and occupations. The investigators will be armed with two main tools—an album containing still pictures of 50 different commercials, and questions to be asked about them.

Six separate still pictures of each commercial to be investigated will be shown the viewer. The viewer will be asked if he has ever seen the commercial. If he has, he is then asked five attitude questions and asked to indicate which attitude most approximates his feeling toward it. The five attitudes:

1. I like it so much that I look forward to seeing it.
2. I enjoy it whenever I happen to see it.
3. I have no feeling one way or the other.
4. I don't particularly like to see it.
5. I definitely dislike it or object to it.

Before any questions are asked on a particular commercial, the interviewer is shown a series of cards listing brand names of products and he is asked, "Which one would you buy?" By his answer it later will be possible to compare his preferences with his viewing. Tests thus far have shown that the percentage of "viewers" who would buy a particular brand is higher among persons who have seen a commercial portraying it, it was said.

All information gathered will be tabulated in book form, 8½ inches, by 11 inches, offset printed and saddle-stitched. It will be in the mails about the 20th of each month, two weeks after interviewing is completed. Interviewing will take place the first seven days of each month and will cover commercials shown the previous month.

Data to be set forth in the report will include a list of all the commercials investigated, the reaction of the 200 women interviewees and of the 200 new interviewees. The remembrance and acceptability of the commercial, in percentage terms, will be recorded for each commercial in one big table. In the same table will be shown the brand preferences of men and women. This one master table will thus show what commercial won the highest percentage of viewer acclaim.

In addition to that master table, a separate report will be made on each individual commercial, showing its score month by month. That report on each individual commercial will thus become a case history.

Jack Boyle, who will direct the television program, stated that the charges will be based on activity in TV. There will, however, be one basic subscription price and an additional charge for each network show and spot commercial covered on order.

The plans are to keep the service as low as possible, Mr. Boyle said.

No effort to sell the service was made prior to the news conference. It now will be available to the trade, it was said.

AFM TV FILM BAN

Extended for Two Years

AMERICAN Federation of Musicians and the big movie makers have extended for two more years their current contract barring film sound tracks with AFM performers from television, it was learned last week.

The agreement was renewed by an exchange of letters between the AFM and the big Hollywood studios. The old expiration date was to have been a week from this Wednesday (Aug. 31).

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

Intercity Color

(Continued from page 40)

tained a 10-inch picture tube, aluminum coated, with a magnifying lens in front of the tube.

A standard RCA table model was used to show how a receiver can be adapted to color service. This set contained an adapter inside the cabinet to change the frame rate, with a combined 18-inch color wheel and magnifier placed in front of the cabinet.

The Thursday demonstration in Washington was in charge of John Christianson, chief engineer of CBS Engineering Research Dept., aided by Wilbur Clade and Herbert Foster, technicians. James Reeves, engineer, was in charge of the Baltimore pickup. Earl Hilburn, assistant chief engineer of WMAL, represented that station.

Programs originated in a room at Johns Hopkins Hospital, Baltimore, where normal studio fluorescent side lighting was used. The signal was beamed via RCA 7000 mc relay to the WMAR-TV Channel 2 transmitter atop the Mathieson Bldg. Tests were conducted from 10 a.m. to 2 p.m.

Pictures consisted of 144 frames interlaced 2 to 1, or a rate of 24 complete series of frames per second. This compares to the 60 half pictures or 30 series of frames per second in normal black-white service.

The Thursday demonstration opened with Bailey Goss, WMAR-TV sports announcer, describing the procedure. He wore an animated sports shirt, whose colors were easily discernible as was his sandy hair.

Effect of their first look at color on the large Zenith set was obviously startling to many observers, lay and technical. The colors were brilliant though marred by picture jumping and a background flicker. The jumping and flicker were ascribed to nearby government transmitters and industrial equipment, though some technical observers contended they could see background flicker when interference was low.

The images were coming from WMAR-TV's Channel 2 transmitter, 35 miles away. The armory is beyond the WMAR-TV fringe area, Mr. Christianson said, and below the line-of-sight. A small booster was used between receivers and receiving antenna. This antenna was a twin standard low-frequency TV array made by Workshop Associates. It was installed atop the armory, though below the top of the vast metal roof.

Pictures were brilliant and contrasty despite full daylight augmented by bright ceiling fixtures. Some of the daylight was kept off the screen by an open door of the receiver cabinet.

Later draperies were drawn over windows, and some of the room lighting diffused.

Mr. Christianson showed the brilliance of the pictures by turning a spotlight on the RCA receiver. The colored picture stood up well, but the black-and-white picture on the same set almost disappeared under the spotlight. Some observers suggested effect of the spotlight on the colored image was lessened by passage through the scanning disc. Mr. Christianson said contrast is more important than brightness, citing his spotlight test as proof.

Improved camera and receiver tubes are responsible for some of the brightness, according to Mr. Christianson. Observers recalled that the CBS tests two years ago were marked by lack of brightness. Last week's pictures were estimated to be of 15 to 20 foot-lambert quality, with 25 easily attainable.

Seek Cost Data

Only color pictures could be seen on the Zenith receiver because of its built-in scanning wheel. The RCA model was equipped with a smaller scanning wheel and lens. This installation on the front of the RCA set was mounted on a track to permit quick change from color to black-and-white service. The RCA set was tuned to produce a 7-inch contrasty image on the 10-inch tube. This image was magnified to about 10 inches by the color converter.

Several manufacturers are working out cost data on converters, it was stated. Judging by preliminary estimates it would cost about 10% of the price of a set to install a converter producing black-and-white pictures from color telecasts. A complete color converter might cost about 25% of the price of a TV receiver.

Following Mr. Goss' introduction, Patty Painter, New York model who has participated in many CBS tests, appeared in closeups. She wore a brilliant blouse with vertical inch-wide stripes. Miss Painter has titian tresses, judging by the TV picture. She held a number of vari-colored scarves close to the camera, a type of demonstration CBS has used in past tests.

Miss Painter held up four packages of cigarettes. Their familiar colors were reproduced, and the brand names—Lucky Strike, Old Gold, Pall Mall and Camel—were identifiable.

Picture jumping and kaleidoscopic efforts appeared from time to time, causing one viewer to state, "That's the first time I ever saw pretty static." The picture marring was ascribed to interference and it was explained an effort was being made to track down the source. The armory area has persistently poor TV reception, it was stated, because of government and industrial apparatus.

Though CBS did not use a resolution chart at the Thursday showing, some technical viewers thought the resolution, while rated at 405 lines, was equivalent to about 200 lines. Miss Goss' hands and arms often assumed a reddish hue as she moved them.

All Closeup Scenes

All of the interior scenes Thursday consisted of closeups. The camera then was trained out the hospital window to another building, the psychiatric ward, estimated to be 500 feet away. Despite a drizzle and haze, the red brick building appeared in brilliant color. Trees and shrubbery, however, had a decided grayish cast. Miss Painter could be seen in the extreme background, walking up and down steps in a brilliant red dress, though she could not be identified at that distance. Others persons could be seen walking across the background.

Only WMAR-TV's signal was shown Thursday. WMAL-TV was picking up the WMAR-TV signal some eight miles from the armory at least 40 air miles from Baltimore. WMAL-TV's pickup was via an antenna on its TV mast, with line-of-sight to the Mathieson Bldg. in Baltimore. Its broadcast signal was very strong at the armory but resolution was described as inferior to that of WMAR-TV. This was ascribed to a long lead-in to the WMAL-TV receiving set and to other factors.

The four-hour tests in Washington and Baltimore provided moving horizontal bars on standard TV receivers in the areas but these could not be resolved on most sets.

Special Thursday night experiments were conducted to refine the demonstrations. It was planned to show WMAL-TV's rebroadcasts Friday. Dr. Peter Goldmark, who developed the CBS system, was to appear at the Washington armory for the showings to government officials and for a special press demonstration.

KNBH, KTTV To Expand

KNBH (TV) Hollywood outlet of NBC will expand its program schedule from five to seven nights weekly on Oct. 2, increasing its hours of operation to 26 hours weekly. On Sept. 15 KTTV (TV), Los Angeles *Times*-CBS station, will go from five to six days weekly, being dark only on Saturday nights.

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

BOOMERANG!

I'm sorry I ever heard of KXOK. My life is miserable. You see, I bragged to the boss about our program's low-cost-per-Hooper point on KXOK, like you suggested, and he just grinned like a Cheshire and said: "That proves what you can do when you really try. Now go into all our markets and get as good a buy as you did on KXOK." You and I know that's tough to do . . . but how can I convince the Boss?

On-The-Spot

Dear On-The-Spot:

Your Boss situation is going to be much worse. Wait till he finds out KXOK's high Hooper position during March, 1949. When KXOK's rates are balanced with its share of audience, the combination is terrific. You and I know the base hourly rate on Station "A" is 57% higher than KXOK's, and Station "B" has a base rate 32% higher . . . yet they delivered only 15% and 2.4% more audience during March. Better not mention KXOK's powerful signal at 630 on the dial, reaches 115 counties in six states, daytime, in mid-America.

KXOK, St. Louis
630 on the dial

Basic ABC 5,000 Watts A "John Blair" station

Horseshoers Rare—But WLS Finds one For Princeton

Glenn C. Gilbert of Princeton, Illinois, was perturbed over the lack of a blacksmith and horseshoer in that community, when the Bureau County Saddle Club, of which he is President, has over 50 members, with 200 riding horses in the area.

He wrote to Arthur C. Page and WLS Dinner Bell. Mr. Page (himself the son of a blacksmith) read Mr. Gilbert's letter to WLS listeners. And before the week ended, a horseshoer had come to Princeton to locate. Mr. Gilbert also received several phone calls and letters inquiring about the horseshoer "vacancy". The new resident is now located and keeping busy.

And WLS demonstrates once again how the people of this rich Midwest region turn to "their radio station" when they need any kind of help—and how WLS delivers results for them, as it does for advertisers.

WLS
Chicago 7
1924——1949

Represented nationally by John Blair

Adv.

Miss Dorothy Ayres
Morris F. Swaney, Inc.
Chicago, Ill.

Dear Dottie:

Noticed a magazeen on th' boss' desk t'other day and it give me an idy 'bout advertizin' on WCHS. It said, "End of Slump Seen by Business." Weel, in th' first place there ain't been much of a slump here in th' Valley o' th' Great Kanawhy River where WCHS is th' peepul's choice. Folks 'round here has got money and they's aspendin' it. But whatever slump they is will soon be over, th' magazeen said. So, it jest seemed ter me thet this is a mighty good time ter extand a leetle in advertisin' sosen folks will be athinkin' o' your stuff. An' when yer do, remember thet WCHS is smack dab in th' middle o' one o' the best markets in America!

Yrs.
Algy

WCHS
Charleston, W. Va.

INTERCITY TV

AT&T, WU Outline Facilities

EXISTING and proposed intercity television network facilities, both coaxial cable and radio relay, were outlined to the FCC last week by the American Telephone and Telegraph Co. and Western Union Co.

The data was supplied at the request of the Commission for inclusion in the forthcoming comprehensive television reallocation hearing to begin Sept. 26 [BROADCASTING, July 18, 25; Aug. 1].

AT&T pointed out the extensive and successful present use of its facilities for TV network operations and assured FCC it was keeping close contact with the industry so that development of additional facilities would match the growth in demand for such links.

AT&T stated that all but its pre-war coaxial cable routes were transmitting the full frequency range required by FCC's standards for the video signal and that the sound signal is conveyed by separate channels. FCC has specifically inquired whether AT&T's network links were providing full 4.5 mc transmission as required for combined video-audio signals.

Regarding color television, AT&T told the Commission that it already had demonstrated in April 1946 and January 1947 that its existing 2.7 mc coaxial cables could handle color transmissions. Further demonstrations would be set up, AT&T said, if the Commission wished.

Equipment Ready

Western Union, whose facilities are limited to microwave radio relays in the 6000 mc common carrier band, told the Commission that equipment for such relays was developed and ready for factory production. Already said to be commercially available upon order, the radio relay equipment was described as technically efficient and more economical than coaxial cable facilities. Western Union said it could modify the radio relays, providing 5.0 mc transmission, to provide for wider band color TV when necessary.

The AT&T presentation, signed by F. G. Macarow, assistant vice president, stated that at the end of 1948 the Bell System television network "comprised about 3,500 channel miles and was available to television broadcasting stations in 13 cities." The rapid progress being made to keep pace with the needs of the industry "is indicated by the fact that by the end of 1949 the mileage will be about 2½ times that at the beginning of the year," the report said. AT&T indicated that by the end of 1950 the network will have grown to some 15,000 channel miles serving 43 cities.

By the end of 1950 the AT&T facilities are to extend as far west as Omaha and engineering studies are underway, it was reported, looking toward the provision of transcontinental service.

In replying to the Commission's inquiry whether full 4.5 mc transmission was being provided, AT&T explained that the FCC standards call for the video signal to taper off at frenquencies more than 4 mc from the carrier and to be substantially non-existent at 4.5 mc in order to avoid interference to the sound portion of the signal. The phone company explained that since the audio and video signals are separated on its network facilities, the full bandwidth of the carrier is available for the picture signal.

Bell Telephone Labs., it was reported, now has under development a system for use with coaxial cables which will increase the available bandwidth up to about 8 mc. AT&T said it is planned to divide this band between telephone and television service, allotting to the latter as wide a band as may be required.

The intercity radio relay facilities of the Bell System provide about a 4 mc band for the picture portion of the TV signal, the report indicated. New designs were said to make possible transmissions up to bandwidths of about 8 mc if needed.

Added UHF Issue

To FCC's query whether AT&T can provide intercity video facilities in view of the proposed allocation of an additional 42 UHF 6-mc channels, the phone company indicated it could but pointed out that the needs for such service will depend upon the number and extent of TV networks rather than the number of channels allocated for stations.

Regarding intracity facilities, AT&T reported its local companies have made offering of local channels having bandwidths of 4 mc for the picture signals. Local service includes studio - transmitter links and portable pickup stations, the report said.

Western Union, submitting its statement over the signature of H. P. Corwith, vice president in charge of development and research, stated it has one video transmission channel available for service between New York and Philadelphia with a second circuit provided for if needed. The

KECA-TV DEBUT

Number 7 for Los Angeles

WITH debut of KECA-TV, Los Angeles station of ABC, on Sept. 16 via Channel 7, Los Angeles will become the nation's first city with its allocated total of seven stations in operation.

Telecasting on a Wednesday through Saturday schedule, KECA-TV will air approximately 17 hours weekly. Broken down, the schedule will consist of about two hours weekly of kinescope from the east, about two hours of feature pictures weekly and the remainder live. In addition, approximately two hours of the programming aired live in Los Angeles will be kinescoped for showing by other ABC stations.

Among the sponsored programs already set are: USC-UCLA home football games, co-sponsored by Hoffman Television & Radio Corp. and the L.A. Dodge Dealers Assn.; weekly quarter hour football preview telecast sponsored by Hoffman Television; *Crusade In Europe*, sponsored by *Life* and *Time* magazines; *Kieran's Kaleidoscope*, sponsored by the Bank of America; *Pal Headliner*, five-minute news show sponsored by Pal Blade Co. Inc.

Aside from remotes, the bulk of programming will originate from the network's Television Center, 20-acre site which has been converted to TV from its former motion picture studio status. Two mammoth sound stages plus considerable other space combine to provide ABC with the largest network television facility in Hollywood.

for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Bell System Intercity Television Facilities
Existing and Proposed

Section	Number of Channels and Direction	Type of Facility (Note 1)	Estimated Date of Service	Intermediate Service Points
New York-Philadelphia	4-3 south 1 north	Coaxial	In Service	
	3-2 south 1 north	Coaxial	Sept. 1949	
New York-Chicago	2-1 west 1 east	Radio Relay	Summer 1950	Johnstown Pittsburgh Cleveland Toledo (Note 2)
Philadelphia-Chicago	4-3 west 1 east (Note 3)	Coaxial	In Service	Lancaster Pittsburgh Cleveland Toledo South Bend (Pickup)
Philadelphia-Washington	4-3 south 1 north	Coaxial	In Service	Baltimore Baltimore
	1 south	Coaxial	Sept. 1949	
	1 south	Coaxial	Sept. 1950	Baltimore
Philadelphia-Wilmington	1 south	Radio Relay	In Service	
Washington-Richmond	1 south	Coaxial	In Service	
	2 south (Note 4)	Coaxial	Sept. 1950	
Richmond-Norfolk	1 east	Radio Relay	April 1950	
Richmond-Charlotte	2 south (Note 4)	Coaxial	Sept. 1950	Greensboro
Charlotte-Birmingham	1 south (Note 4)	Coaxial	Sept. 1950	Jacksonville Atlanta
New York-Boston	2 east (Note 5)	Radio Relay	In Service	
Boston-Providence	1 south	Radio Relay	Sept. 1949	
New York-Albany	3-2 north 1 south	Coaxial	Dec. 1949	
Albany-Syracuse	2 west	Radio Relay	Dec. 1949	Schenectady Utica
Cleveland-Erie	1 east	Coaxial	In Service	
	1 east	Coaxial	Jan. 1950	
Erie-Buffalo	1 east	Coaxial	In Service	
Buffalo-Rochester	1 east	Radio Relay	Oct. 1949	
Toledo-Detroit	3 north	Radio Relay	In Service	
Toledo-Dayton	4-3 south 1 north (Note 6)	Coaxial	Oct. 1949	
Dayton-Columbus	3 east (Note 7)	Radio Relay	Oct. 1949	
Dayton-Cincinnati	3 south (Note 7)	Radio Relay	Oct. 1949	
Dayton-Indianapolis	2 west	Radio Relay	Oct. 1950	
Indianapolis-Louisville	1 south (Note 4)	Coaxial	Oct. 1950	
Chicago-St. Louis	2-1 north 1 south	Coaxial	In Service	Danville (Pickup)
St. Louis-Memphis	1 south (Note 4)	Coaxial	March 1950	
Chicago-Milwaukee	2 north	Radio Relay	In Service	
Madison-Milwaukee	1 east	Radio Relay	Sept. 1949	
Chicago-Des Moines	2 west	Radio Relay	Oct. 1950	Davenport Rock Island
Des Moines-Minneapolis	2 north	Coaxial	Oct. 1950	
Des Moines-Omaha	1 west	Radio Relay	Oct. 1950	
Omaha-Kansas City	1 south (Note 4)	Coaxial	Oct. 1950	
Omaha-San Francisco (Note 8)				
Los Angeles-San Francisco	2 north	Radio Relay	Spring 1950	

Note 1—Coaxial facilities shown provide a bandwidth of about 2.7 mc. Radio relay facilities provide a band width of about 4 mc.
Note 2—Temporarily not available for connections at Philadelphia.
Note 3—One channel in each direction subject to use for maintenance purposes during certain hours. Eastbound channel to be discontinued in 1950.
Note 4—One channel subject to use for maintenance purposes during certain hours.
Note 5—Occasional westbound service available on one week's notice.
Note 6—One channel in each direction subject to use for maintenance purposes during certain hours.
Note 7—One channel reversible upon 24 hours notice.
Note 8—Engineering work is underway west of Omaha looking toward the extension of radio relay channels to San Francisco.

bandwidth of the radio relay is 4 mc.

Western Union said it is now operating radio relays for telegraphy between New York and Washington, New York and Pittsburgh, Pittsburgh and Washington as well as New York and Philadelphia and that these facilities are adaptable to TV networking. Intermediate points such as Wilmington, Baltimore, Harrisburg and Lancaster also could be served.

In addition, Western Union pointed out that sites have been purchased or leased in anticipation of extending the telegraph circuits southward and westward. Channels could be included on these relays to serve such cities as Richmond, Atlanta, Cincinnati, Chicago, Cleveland, Syracuse, Albany, Minneapolis, St. Louis and Kansas City, it was declared. Other cities such as Detroit, Columbus, Indianapolis and Charlotte, as well as many smaller towns along the routes, could be served and in some cases with no added construction, FCC was told.

The relay equipment now available for 6000 mc operation, Western Union said, is capable of very flexible operation and the design contemplates reversible systems for maximum usage. Phase distortion is extremely small and the transmitted power is sufficient to maintain a high signal-to-noise ratio on long distance circuits, the report said.

Western Union contended that it is well qualified to provide television channels, "having had experience in the design, operation and maintenance of microwave circuits for both television and telegraph." It also has the advantage of being able to share certain physical facilities and maintenance personnel between the two types of service, the firm stated.

No completion dates for additional intercity channels can be given, Western Union said, since the extent to which such service will be offered will depend upon such factors as the question of interconnection with other carriers. FCC presently has this problem under study and has held hearing [BROADCASTING, March 7, May 16]. Other factors include industry requirements and economic conditions.

Western Union said it had no provisions at the present for intracity facilities.

Above is the table presented by AT&T showing its existing and proposed intercity television network facilities.

GE at CNE

MOTION PICTURE and slide projection equipment for television stations, manufactured by the General Electric Co., Syracuse, N. Y., will be one of several exhibits at the Canadian National Exhibition at Toronto, Aug. 26 through Sept. 10.

Keep your sales going WELL
by advertising well DONE
in Memphis
over
WMPS
10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES
AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
RADIO REPRESENTATIVES, INC.

Here's a chance to buy a show with an average daily rating of 7.4. A net weekly rating of 20.9. It's "The Intermountain News Edition" (5:15 to 5:30 p. m. Mon. thru Sat.) on 50,000-watt KSL. Available 3 or 6 times a week. It's yours if you call Radio Sales fast.

Promotion

CRUISER "Dolphin" was scene of three hour moonlight trip given to 250 listeners to *Million Dollar Ball Room* over WPIT Pittsburgh. Evening featured music and dancing and received such enthusiastic reception that square dance party is being planned aboard cruiser in near future. Russell Offhaus, station's program director and m.c. of *Million Dollar Ball Room*, felt that unusual affair was fine means of building good will towards station.

KNX Mailing

CARD mailed by KNX Los Angeles to trade features drawing of chef cooking roast and is headed "Over 5,000,000 people listen to one station every week . . . KNX." Card then explains that more money is spent on food in Los Angeles county than any other county in nation.

WREN Float

FLOAT mounted on 16-foot boat, designed and constructed by staff of WREN Topeka, Kan., won first prize in Fourth Annual All-Sports Day Festival sponsored by Topeka Chamber of Commerce. Float was made of red, white and blue crepe paper and was highlighted by large birdhouse with wren standing in entrance. Written on birdhouse was "WREN" and printed against background were words, "Sports & News."

Shopping Stimuli

FIGHTING summer slump in buying power, WDVA Danville, Va., and local merchants formulated "Shop and Buy —Danville" campaign. Station produced two half-shows daily called, *Your Town and Mine*, featuring interviews with owners or managers of store saluted on each program. Local merchants contributed articles of merchandise, worth between $10 and $500 for auction. For each dollar's purchase in store, customer received $5 certificate which could be used to purchase donated merchandise at Merchant's Auction. In third week of campaign, printing bill for certificates was nearly $700.

WSRS Jackpot

PLASTIC JAR filled with exactly 1,490 pennies was donated by WSRS Cleveland Heights, Ohio, as prize at Cleveland Ad Club's Annual outing. Various media donated prizes and WSRS's was among the best. On top of cap of jar was slogan, "1490 pennies make a lot of (cents), and it's good *sense* to let WSRS make a profit for you." Number of pennies was tie-in with station's 1490 kc frequency.

Covering TV

FOURTEEN-page illustrated brochure titled *Television Facts* is being sent to local advertisers by WFMY-TV Greensboro, N. C. Booklet includes map of station's coverage, statistics on TV as selling medium, pictures of staff members and station in action. Also included are articles taken from BROADCASTING, and facts about sales of TV sets. Brochure is aimed at local advertisers to point up progress of television in other cities and aid in signing advanced contracts.

Hotel News

DAILY mimeographed news digest is distributed to patrons of Albany's Hotel Ten Eyck by WPTR Albany, N. Y. Material is furnished by station's news bureau and format of bulletin is dominated by WPTR call letters and map of station's coverage.

Telegraphed Announcements

BEFORE issuing new rate cards, WICH Norwich, Conn., sent following telegrams to trade: "Sending new rate card by mail—most distinctive—with streamlined rates—first of its kind in Connecticut." Rate cards themselves have covers printed in script, and backs on which coverage of station is mapped.

Ad Series

THREE CONSECUTIVE Sunday ads in Atlanta, Ga., newspaper were used as promotion for WCON Atlanta during August "dog days." Ads featured large drawings from *Uncle Remus* stories with apt remarks and facts about station. For example, one cut shows Bre'r Rabbit watching Bre'r Fox suffering in bed. Caption is, "R for Concernitis—A 1949 malaise affecting businessmen. Its symptoms: pessimism, sales curve pressure low, hardening of advertising and promotion arteries." Recommended treatment is, ". . . liberal doses of soothing WCON sponsorship."

Mystery Voice

FM SET OWNER who can identify voice of "Friendly Mike" in *Who Is Friendly Mike?* contest on WCSI (FM) Columbus, Ind., will win over $1,500 in prizes. Contest is aired exclusively over FM on two five-minute shows per day for 14 days. Voice speaks and instructions on how to enter contest are given during each show. Only owners of FM sets may enter competition.

Cards Promote

PACKAGE of playing cards are being mailed to trade by WFBG and WFBG-FM Altoona, Pa., calling attention to station's 25th anniversary. Backs of cards show picture of NBC microphone with large block letters announcing anniversary. Station information is also given. WFBG is an NBC affiliate.

Happy Wedding

REPRINT of full-page spread which appeared in trade publication is being mailed to trade by WRVA Richmond-Norfolk, Va., and WBT Charlotte, N. C. Spread features picture of large wedding cake illustrating marriage of stations in combined broadcast of *Old Dominion Barn Dance*.

Newman Popularity

BRIGHT YELLOW, red and black folder has been mailed to trade by WPEN Philadelphia giving information on *Eddie Newman Show*. Back of folder has map of United States with drawings of types of people who hear show all over the country. Inside has snapshots taken at shows pointing up program's popular appeal. Facts concerning selling power of program are given and folder concludes, "This is the show that is keeping all Philadelphia awake every nite—11 p.m. to 2 a.m."

File Folder

MANILA FOLDER containing information about WBOW Terre Haute, Ind., is currently being mailed to trade by station. Printed on separate sheets are facts about station's history, extent of network affiliation, Conlan survey, BMB maps with revised data as of 1949, list of national and local advertisers who have used station for extended periods of time, summary of market data, and report on promotion aids.

Lobster Promotes Program

ELABORATE promotion of station and *Daily Matinee Program* was staged by CKCW Moncton, N. B., at First Annual Shediac Lobster Festival there. Place mats advertising program were used at all places serving lobster dinners during festival. Pastry shells made of Five Roses Flour, program's sponsor, filled with lobster and salad dressing, also made with Five Roses, were distributed from portable booth. Copies of recipes for lobster patties were given out by festival "princesses" accompanying booth. Boxes of patties were flown to sponsor's agency men and company directors in Montreal and Toronto.

Personnel

WILLIAM GEORGE, formerly with KUOA Siloam Springs, Ark., and Southern Agency, same city, has joined KGER Long Beach, Calif., as promotion manager. Mr. George was most recently with State Dept. in Washington.

GEORGE DEAN, public relations representative of KOMO Seattle, has been named co-chairman of the fourth annual United Nations Week, to be observed in Seattle in the fall.

FARM FAMILY DAY
Thousands At WHO Event

WHO DES MOINES, Iowa, sponsored a WHO "Farm Family Day" Aug. 7 at Riverview Park in Des Moines. Attendance records at the park fell as some 15,000 people passed through the free-admission gate. Farm families reportedly came from 96 of Iowa's 99 counties.

WHO artists entertained throughout the day and two hours of programs were broadcast from the park. Attendance prizes, limited to farm guests, included a two-bottom plow, drill press and welding outfit, spinet piano, deep freeze and 12-gauge shotgun.

Red Feather Campaign

THREE members of the Poor Richard Club, Philadelphia, have been appointed to important posts in the 1950 Red Feather campaign of the Community Chest. They are Robert N. Pryor, public relations director for WCAU Philadelphia, who will serve as chairman of the campaign opening rally in Convention Hall in October; E. A. Roberts, president of the Fidelity-Mutual Life Insurance Co., and Jerome B. Gray, of Gray & Rogers, advertising.

until September 15

→ **FREE** ←

To New Subscribers

212-Page Fact-Packed

MARKETBOOK

SPOT RATE FINDER

ESSENTIAL MARKET FACTS

MAIL COUPON TODAY

Send me 52 weekly issues, 1949 MARKETBOOK, and 1950 Yearbook in January.

NAME

STREET

CITY ZONE STATE

$7.00 1 Yr. $12.00 2 Yrs.

I ENCLOSE $ _____

PLEASE BILL ME ☐

BROADCASTING • TELECASTING

Nat'l Press Bldg., Wash., D. C.

KGW

KGW-FM

PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

WEDR TAKES AIR

New Birmingham Daytimer

WEDR Birmingham, Ala., commenced operations yesterday (Aug. 21) and will have its formal opening Sept. 4.

WEDR is staffed entirely with Negro personnel, including announcers, program and production departments. "We believe," says President and General Manager J. (Ed) Reynolds, "that this is the first station of its kind in the Southland."

WEDR operates daytime on 1220 kc with power of 1 kw and is owned and operated by the Magic City Broadcasting Co.

EXCISE ON RADIO

$50,000,000 in Fiscal Year

NEARLY $50 million in excise taxes were collected by the Internal Revenue Bureau on radio sets, phonographs and component parts during the past fiscal year ended June 30, 1949. This figure was inserted in the *Congressional Record* by Rep. Philip J. Philbin (D-Mass.) in support of repeal or reduction of certain taxes now being considered by Congress.

Actual total on sets, etc. was $49,159,550.23, which fell about $18 million under the previous fiscal period from July 1947 to July 1948. Current collections, based on last June's figure, run between $2 million and $2½ million per month, compared to over $4½ million per month for June 1947. Excise taxes on phonograph records for July 1948-July 1949 ran nearly $6½ million. Total taxes for all manufacturers during the 12-month period were listed as $1,771,532,722.50.

PBC Appoints Media

MEDIA REPRESENTATIVES INC., Philadelphia, has been appointed U. S. representative for Philippines' Broadcasting Corp., owner and operator of DZPI Manila, DZAB Manila and DYBU Cebu City. Announcement was made in Manila by PBC President Antonio Prieto.

IN TOKEN of the beginning (Aug. 2) of his seventh year of broadcasting in the public interest, L. T. Shoemaker (l), known to WBIR Knoxville, Tenn., audience as "Mr. Civic Pride," receives a gold cup from Station Manager John Hart. Mr. Shoemaker's weekly program has been devoted solely to improving some civic condition in Knoxville.

ZENITH IN SUIT

Conspiracy Charges Filed

ZENITH Radio Corp., of Chicago, filed a patent suit in the U. S. District Court at Wilmington, Del., Aug. 8 against RCA, General Electric Co., Western Electric Co., American Telephone and Telegraph Co., the Bell Telephone Labs Inc. and the Westinghouse Electric Co., charging "conspiracy to dominate and monopolize the radio, phonograph and allied fields."

Zenith asked the court for a declaratory judgment declaring 170 radio and TV patents invalid and unenforceable. The petition asked for an injunction restraining the respondent companies from suing for any infringement. The complaint charges that 170 patents are part of a pool of patents being used against Zenith and others by RCA and its co-respondents. It was alleged that the pool was formed as part of a conspiracy to dominate and monopolize the field and to restrict trade and competition in violation of the Sherman Anti-Trust Law. It was also charged that the patents were being improperly used in violation of the federal patent laws.

Technical

JOHN T. HAGARTY, former student at Capitol Radio Institute, Washington, has joined WHLI and WHLI-FM Hempstead, L. I., as engineer.

KATHERINE IGLEHART, formerly secretary to chief engineer at WAAM (TV) Baltimore, has been named operations assistant at station.

EDWIN MILLER, assistant supervisor of technical crew; A. J. CUNNINGHAM, television cameraman; SPENCER COLVIN and JAMES BRADY, television control engineers, have been transferred from CBS New York to network's Hollywood TV department. MEL NOE of CBS Hollywood engineering staff, has been made audio engineer of video staff.

MILDRED E. HATRY, photographic pictorialist and lighting consultant to RCA, has been appointed lighting consultant to RCA's subsidiary, NBC. Mrs. Hatry, a fellow of Royal Photographic Society and associate in Photographic Society of America, has been assigned to work with NBC television program department in the improvement of television lighting.

STEVE BRICKLEY, engineer for WCOP Boston, and PEGGY GALLAGHER, studio secretary, have announced their marriage. Another WCOP engineer, RONALD MITCHELL, is the father of a girl, Donna.

O. VICTOR BLACKETER, engineer for WHO Des Moines, is the father of a girl, Rebecca Sue.

KENNETH BAGWELL, assistant chief engineer for KTAT Frederick, Okla., is the father of a girl.

SOUND APPARATUS Co., Stirling, N. J., has re-designed its graphic twin recorder Model RZ, resulting in extended frequency range, improved mechanical construction, and complete mechanical enclosure of instrument. Recorder is dual frequency response and can record simultaneously two different signals on 10 inch wide double track chart.

ELECTRO-VOICE Inc., Buchanan, Mich., has issued illustrated bulletin No. 150 on its new E-V "Break-in" Touch-to-Talk Stand. Stand fits any microphone with standard ⅝ inch-27 thread and is applicable for communications, paging, dispatching and public address. Bulletin may be obtained by writing Electro-Voice.

Army Outlet Proposed

PLANS for construction of a radio station in Virginia to serve as a communications link for the U. S. Army throughout the world are currently being studied by Congress. The project, costing $1,285,500, would include power facilities, telephone cable, powerhouse and garage, and would call for installation of four multi-channels and 20 single circuits, with provision for a total of 12 multi-channel circuits in the event of an emergency. The Army also has proposed construction of a receiving station at La Plata, Md., at a cost of nearly $350,000.

CONVERTORS

Manual Aids Engineers

AMERICAN STANDARD FOR POOL-CATHODE MERCURY-ARC POWER CONVERTORS, ASA C34.1-1949. By C. H. Willis. New York: American Institute of Electrical Engineers. $1.20.

THIS MANUAL is of value to those dealing with rectifiers and other electronic equipment used for power conversion purposes. It will serve both as a source of information and as a guide to terminology, circuits, test methods, and usual operating practices and conditions.

Sponsored by AIEE and recently approved by American Standards Assn., manual replaces the AIEE Number Six Report on Standards for Acceptance Tests for Metal Tank Mercury-Arc Rectifiers, dated 1934. Five sections include: (I) definitions, (II) standards, (III) test code, (IV) recommended practice and operating guide, and (V) rectifier transformers.

CBS Realigns

REALIGNING its technical operations, CBS Western Div. has split its TV and AM-FM operations, according to Les Bowman, Western technical head. Herbert W. Pangborn, former Western Div. facilities engineer, becomes engineer in charge of CBS Hollywood television and television recording. Jerome A. Baranek, formerly supervisor of CBS installations on Mt. Wilson, will be engineer in charge of AM and FM for Western Div.

THE *Fred A. Palmer* CO.
Columbus, Ohio
Radio Consultants
on
Management and Operation
(20 years experience)

HOLDING SALES CLINIC FOR GROUP OF STATIONS—CLARKSVILLE, TENNESSEE—ROYAL YORK HOTEL—SEPTEMBER 5, 6, 7.
Get your group of stations together and arrange a date
Wire or write for reservation
Post Office—Box 108, Worthington, Ohio
Telephone—Worthington 2-7346

Bold
There's a New Look in Northeastern Ohio

IT'S A NEW LOOK because . . .
It sparkles with greater sales results from today's more conservative ad expenditures.
IT'S A BOLD LOOK because . . .
The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.
THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:
WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .
. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK **WHBC** CANTON
about the NEW BOLD LOOK in NORTHEASTERN OHIO

Television Sets by Cities

Based on BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	700	Station
Atlanta	WAGA-TV, WSB-TV	12,500	RMA
Baltimore	WAAM, WBAL-TV, WMAR-TV	69,628	TV Circ. Comm.
Binghamton	.....	250	Distributors
Birmingham	WAFM-TV, WBRC-TV	3,800	Distributors
Boston	WBZ-TV, WNAC-TV	112,000	Distributors
Buffalo	WBEN-TV	27,130	Buff. El. Co.
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ-TV	175,000	Elec. Assn.
Charlotte	WBTV	3,500	Distributors
Cincinnati	WCPO-TV, WKRC-TV, WLWT	30,000	Deal. & Sta.
Cleveland	WEWS, WNBK	67,481	West. Res. U.
Columbus	WLWC	8,000	Distributors
Davenport	.....	22	Distributors
Dayton	WHIO-TV, WLWD	11,400	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	75,000	Det. Edi. Co.
Erie	WICU	6,200	Distributors
Ft. Worth, Dallas	WBAP-TV	12,300	Dist. & Deal.
Grand Rapids	WLAV-TV	1,200	Distributors
Houston	KLEE-TV	6,500	Distributors
Huntington	.....	154	Distributors
Indianapolis	.....	7,000	Dist. & Deal.
Johnstown	.....	2,800	Distributors
Lancaster	WGAL-TV	9,600	Station
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV	168,589	Rad. & Appl. Assn.
Louisville	WAVE-TV	8,063	Dist. & Deal.
Memphis	WMCT	6,300	Distributors
Miami	WTVJ	8,100	Station
Milwaukee	WTMJ-TV	30,043	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	23,650	Distributors
New Haven	WNHC-TV	34,970	Station
New Orleans	WDSU-TV	5,278	Elec. Co.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WPIX	750,000	DuMont
Newark	WATV	Incl. in NY estimate	
Oklahoma City	WKY-TV	4,965	Okla. El. Co.
Omaha	WOW-TV	1,162	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	191,048	Elec. Assn.
Pittsburgh	WDTV	20,000	Dist. & Sta.
Portland	.....	606	Eng. est.
Providence	WJAR-TV	7,500	Station
Richmond	WTVR	13,681	Station
Rochester	WHTM	3,139	Elec. Assn.
San Diego	KFMB-TV	5,500	Dealers
San Francisco	KGO-TV, KPIX	8,214	N. Cal. El. Assn.
Schenectady	WRGB	28,500	Distributors
St. Louis	KSD-TV	36,800	Elec. Co.
Salt Lake City	KDYL-TV, KSL-TV	6,000	Station
Seattle	KRSC-TV	7,800	Distributors
Syracuse *	WHEN	7,238	Distributors
Toledo	WSPD-TV	18,500	Distributors
Utica-Rome	.....	1,472	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	55,700	TV Circ. Comm.
Wilmington	WDEL-TV	8,864	Dealers
TOTAL	76	2,103,847	Approx. Total

* Also claims coverage Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city. Total sets in all cities surveyed is necessarily approximate since two areas may overlap in some instances. To offset this there are many scattered sets in areas not in the primary area of a television station and not included in the survey.

CBS TV SALES

Opens Chicago Office

CBS has opened a TV network sales office in Chicago, headed by George Arkedis, formerly of the network sales staff in New York. Mr. Arkedis is occupying CBS space in the Wrigley Bldg., where WBBM, O&O outlet, is located.

National sales for WBKB (TV) Chicago, Balaban & Katz station which becomes affiliated with the network officially in October, are expected to be handled still by Paramount Pictures in New York and by Weed & Co. for the rest of the country. Jim Brown heads WBKB's local sales staff.

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

FOOTBALL TV

NFL To ABC, All-American Still Negotiating

SEVERAL sponsors were reported interested in buying telecasts of picked National Football League games this fall over the ABC television network, but at week's end it was reported no deal had been closed.

That ABC won the right to carry the NFL games at all was something of a surprise since the pro football teams had let it be known they were chary about permitting telecasts of the games lest ticket sales be affected.

Therefore, the ABC agreement with NFL Commissioner Bert Bell contains several gate-protecting provisions, including one that the telecast not be made available to televiewers in the city where the game originates.

★

The games to be telecast are to be contests selected on a "game of the week" idea. In all 14 are to be telecast from Sept. 25 to Dec. 11, some of them night games, some on holidays, but most on Sunday afternoons.

At the same time, it became known that the other big pro gridiron league, the All-America Football Conference, was open to the same sort of deal. Although two networks had negotiated with All-America, no deal had been closed with Commissioner O. O. Kessing.

It was said that what blocked the All-America Conference was a condition that the games not be telecast in New York. Networks were said to have countered that selling a sponsor under such a limitation would be impossible.

It also was believed, that unless such a league-wide agreement were to be concluded by the All-America Conference, teams in its league would not close separate deals for television rights. All teams in the conference are on record as agreeing to turn down football telecasts because a few teams in the loop requested such a stand. The position, however, is looked on as a temporary expedient which might be changed if the box-office situation warranted it or if a deal with proper protections could be reached between Mr. Kessing and telecasters.

MACY-DuMONT

Store Files Counterclaim

R. H. MACY & Co., New York department store, last week struck back in its legal battle with Allen B. DuMont Labs Inc., charging the manufacturer's dealer setup violated federal and New York anti-trust laws.

Macy made the charge by way of counterclaim in injunction proceedings initiated by DuMont in New York Supreme Court. DuMont is seeking to stop Macy from holding itself out as a DuMont dealer and from selling DuMont sets at cut prices.

The Macy counterclaim impleaded several DuMont dealers and charged that the DuMont dealer arrangement was in restraint of trade, attempting to control both prices and the persons to whom sets could be sold. Macy further charged that the dealers brought pressure on DuMont to revoke the Macy dealership and that DuMont and its dealers had arranged to accomplish such revocation.

DuMont started the legal action Aug. 3, after Macy continued to advertise the sale of DuMont receivers at reduced prices although Macy's dealer franchise was under notice of revocation, effective two days later.

FILM DISTRIBUTOR

ARC Announces New Clients

AMERICAN Releasing Corp., recently organized Los Angeles television film distribution firm [BROADCASTING, June 20] last week announced its first two clients—Five Star Productions and Hayes-Parnell, both of Hollywood.

ARC will handle four Five Star packages including three five-weekly, five minute children's programs—*Colt McKeen*, *QuiZoo* and *Adventures of Adeline* — plus a weekly 15-minute mystery, *Artists In Crime*. Hayes-Parnell packages are *Family Quiz*, weekly 10-minute stanza and series of five-minute shows explaining football for placement preceding local games.

TV SPORTS REEL

Sheaffer Plans Sponsorship

SPONSORSHIP of the Telenews-INS *This Week in Sports*, a weekly 15-minute reel, will be undertaken by the Sheaffer Pen Co., Fort Madison, Iowa, effective Sept. 21.

The firm, buying time through the W. Biggies Levin Agency, acting as a radio and television contractor for the Russel M. Seeds Co., both Chicago, is attempting to line up a nine-station basic network out of New York for the weekly telecasts. Cities to be covered are New York, Boston, Philadelphia, Washington, Baltimore, Buffalo, Cleveland, Detroit and Chicago, with additional markets to be added during the life of the contract.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers to specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.

Address: Placement Manager

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350 West 4th St., New York 14, N. Y.

Programs

CANADIAN RATINGS
Top Programs Listed

ONLY SIX national evening network programs are listed in July national ratings released by Elliott-Haynes Ltd., Toronto on Aug. 8. Leading program was *The King's Men* with rating 13.6, followed by *Mystery Theatre* 11.5, *Twenty Questions* 11.2, *Album of Familiar Music* 10.9, *Music Hall* 10.5, and *Contended Hour* 7.4.

Daytime first five of ten network programs were *Big Sister* 11.9, *Ma Perkins* 11.5, *Pepper Young's Family* 11.1, *Aunt Lucy* 10.4, and *Right to Happiness* 10.4.

Only one French-language evening program during July as listed, and it was a summer replacement, "Librairie Metropole," with a rating of 11.2. Daytime there were 10 French-language programs rated, with first five being "Rue Principale" 19.6, "Jeunesse Doree" 18.4, "Grande Soeur" 17.3, "Tante Lucie" 15.9, and "Maman Dionne" 15.7.

Tate Radio Shows

FIVE transcribed shows have been added to the library of Hal Tate Radio Productions, Chicago, and will be sold at a minimum rate without consideration of market size or station wattage. This new policy has been announced by Mr. Tate along with plans for development of the shows—*Smiley Burnette*, featuring the Republic Pictures cowboy star; Alexander McQueen's *Nothing But the Truth;* Frann Weigel's *When Day Is Done; Tom, Dick and Harry*, and an AM-TV series starring "Yellow Kid" Weil, author of *The Autobiography of a Master Swindler*. George Roesler, veteran radio representative and former salesman at WHFC Cicero, Ill., has been appointed vice president in charge of sales, with headquarters in Chicago.

Sara Langman

SARA LANGMAN, 46, KFWB Hollywood director of public service, died Aug. 8 in a Los Angeles hospital. She had been with the station for the past 16 years, the last seven as public service director. She leaves a sister, Anna Rosenbloom.

THINKING he could stump his listeners by playing "Der Fuehrer's Face" backwards, Disc Jockey Robert Swartz of KHQ Spokane, Wash., offered to do any odd jobs around the house for everyone who could identify song. Much to his amazement, 18 people came through with correct answer and Mr. Swartz since has been busy getting a job for an unemployed man, fixing leaking fishponds, picking strawberries, putting on new roof and helping bride struggle with her ironing. Best job offer came from man who ordered Mr. Swartz to take day off and go fishing with him.

Guessing Games

ONE MAN SHOW telecasting cryptograms and parlor puzzles is seen on *Gordy's Guessing Game* via WTMJ-TV Milwaukee. M.C. Gordon Thomas offers home audience drawings and clues suggesting familiar quotation or slogan to which viewers can send in answers. Only award offered is mention of names on next program of those who found correct solution. Guessing games utilizing films, sound effects, photographs and live objects. Trick camera work is also used.

Senator Reports to Voters

Reports are transcribed on Capitol Hill each week by Sen. Scott Lucas (D-Ill.), Senate majority leader, and sent to 23 Illinois stations for presentation over weekend. Following stations carry programs: WJBC Bloomington, WKRO Cairo, WCNT Centralia, WBBM Chicago, WLBK De Kalb, WTMV East St. Louis, WCRA Effingham, WGIL Galesburg, WEBQ Harrisburg, WKAI Macomb, WLBH Mattoon, WQUA Moline, WEEK Peoria, WTAD Quincy, WROK Rockford, WHBF Rock Island, WTAX Springfield, WLPO La Salle, WDWS Champaign, WVLN Olney, WROY Carmi, WFRL Freeport and WDAN Danville.

News Behind the Scene

QUESTION, "How do you film news events as late as 5 p.m. and have them on the air at 6:55?" was answered on WNBW (TV) Washington in special telecast of *Washington Newsreel*. Story was 2,001st aired by program and featured behind-the-scenes approach to production of show. News room and other sources for information, editing and processing, cameras and equipment were shown. Viewers were given opportunity to learn "how" and "why" of *Washington Newsreel*.

Teen-Agers Show

FEATURING TALENT from local Teen Age Club, one of largest in country, WRZE (FM) York, Pa., airs two shows weekly. One program, called *Teen Age Theatre of the Air*, is broadcast on Sunday; another utilizes club's orchestra and "Personality of the Week" who is chosen from club, interviewed and given prizes donated by local merchants.

TV in Action

UNIQUE FORMAT of *Audition Time* on WAAM (TV) Baltimore features producer, stage-manager, cameramen and hopeful amateurs. Shot of producer at studio controls introduces show, with view of busy studio operations in background. Scene switches to studio where stage-manager, following directions through loudspeaker system, handles parade of talent. Keynote of show is informality. Talent winners, as judged by mail pull, will star in new shows on station in fall.

VARIED SPONSORS
93 Buy Public Service Show

NUMBER of stations now carrying *Americans, Speak Up!* has reached 101 and 93 of them have sold the program.

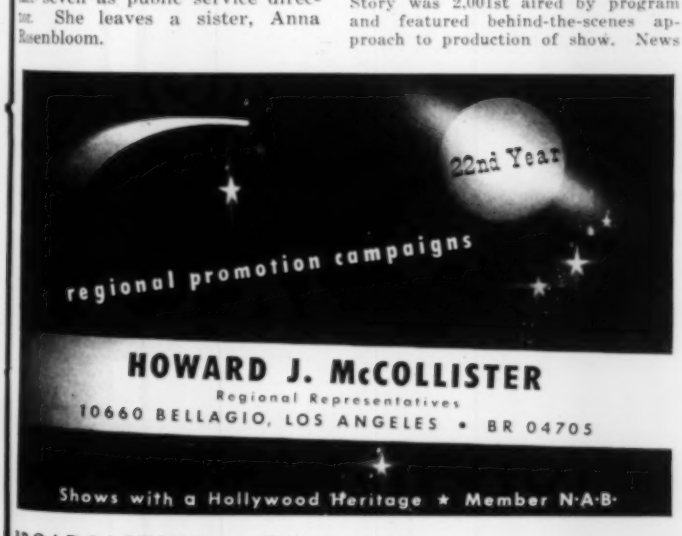
That unusual record for what is essentially a public service type of show has been revealed by Laurence Hammond, head of Laurence Hammond Productions Inc., show packager, who produces the 15-minute transcribed series under auspices of the America's Future organization. The show is made available to stations at $5 per program.

Sponsors range all the way from Chambers of Commerce and citizens groups through hard-selling organizations like department stores.

The program also has drawn to radio sponsorship many types of business unusual on the airwaves, such as brokerage houses, piped music concerns, heavy construction and heavy industrial concerns and textile mills.

Canadian Bond Sales

CANADIAN GOVERNMENT, through Dept. of Finance, Ottawa, is to start spot announcement and special program campaign for Canada savings bond drive which starts in October. Practically all Canadian stations will be used and a number of agencies will place account.


22nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

RCA
TUBES ...
the standard of comparison
892-R
RCA
For your convenience RCA tubes are available from your local RCA Tube Distributor or directly from RCA
The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

ACTIONS OF THE FCC

AUGUST 12 to AUGUST 19

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
STA-special temporary authorization
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

August 12 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WTIM Taylorville, Ill.—Mod. CP new AM station for extension of completion date.

Reinstatement of CP

WOST Sparta, Tenn.—CP to reinstate CP for new AM station on 1050 kc 1 kw D.

Modification of CP

Mod. CP new FM station for extension of completion date: WJNO-FM West Palm Beach, Fla.; WLIN-FM Merrill, Wis.; WAUX-FM Waukesha, Wis.

License for CP

KARM-FM Fresno, Calif.—License to cover CP new FM station.

August 15 Decisions . . .

BY THE SECRETARY

WCSI Columbus, Ind.—Granted mod. of license to change studio location.

Following granted mod. CP for extension of completion dates as shown: KVOB-FM Alexandria, La. to 11-15-49; WHP-FM Harrisburg, Pa. to 2-26-50; WKBN-FM Youngstown, Ohio to 12-15-49; WDSU-FM New Orleans to 3-28-50; WDBO-FM Orlando, Fla. to 3-14-50; WMBD Peoria, Ill. to 11-15-49; KJFJ Webster City, La. to 2-1-50; WSYR-TV Syracuse, N. Y. to 3-12-50; KSTP-TV St. Paul, Minn. to 3-16-50; WMOT Pittsburgh, Pa. to 2-22-50; KBTM-FM Jonesboro, Ark. to 2-1-50; WKFM Sandusky, Ohio to 2-29-50; WCUM-FM Cumberland, Md. to 3-13-50; WLYC Williamsport, Pa. to 12-7-49; KOIN-FM Portland, Ore. to 11-15-49; WHEN Syracuse, N. Y. to 12-12-49; WHNC Henderson, N. C. to 12-18-49; WAAF-FM Chicago to 10-15-49.

Iowa State College of Agriculture & Mechanical Arts, Ames, Iowa—Granted license for new STL KAA-61 (formerly KAHL).

KPRS Olathe, Kan.—Granted license for new AM station 1590 kc 500 w D.

WHWB Rutland, Vt.—Granted license for new AM station 1000 kc 1 kw D.

Colorado Bcstg. Co. Inc., Area of Pueblo, Col.—Granted license for new remote pickup KA-3845.

The Jack Gross Bcstg. Co., Area San Diego, Calif.—Granted license for new experimental TV relay KA-2739.

WEAM Arlington, Va.—Granted license increase power, install new trans. and DA-DN, change trans. location.

WGAA Cedartown, Ga.—Granted CP install new trans.

KSTP-TV St. Paul, Minn.—Granted mod. CP to make changes in equipment.

WEST-FM Bethlehem, Pa.—Granted mod CP to change studio location.

WWNI Wabash, Ind.—Granted mod. CP to change studio location.

WDUQ Pittsburgh, Pa.—Granted license new non-commercial educational FM station; Chan. 207 (89.3 mc) 10 w 146 ft.

Chanticleer Bcstg. Co., Area New Brunswick, N. J.—Granted CP new experimental TV station KE2XEK.

KTLA Hollywood, Calif.—Granted mod. CP for extension of completion date to 12-1-49, subject to express condition that it is without prejudice to any action Commission may take with respect to outstanding authorizations or applications of grantee in light of decision of Supreme Court in United States v. Paramount Pictures Inc. et al, 334 U. S. 131.

The Scranton Times, Scranton, Pa.—Granted license for new experimental TV station KG2XAF.

WTVR Richmond, Va.—Granted mod. CP for extension of completion date to 11-3-49.

WLWT Cincinnati—Same to 3-4-50.

August 15 Applications . . .

ACCEPTED FOR FILING

AM—770 kc

KFEL Denver, Col.—CP make changes in ant. and mount FM ant. on new tower AMENDED to omit amendment and request change from 950 kc 5 kw unl. to 770 kc 50 kw unl. DA-DN.

AM—1310 kc

KLIX Twin Falls, Idaho—CP change from 1340 kc 250 w unl. to 1380 kc 1 kw unl. DA-N AMENDED to request 1310 kc 1 kw unl. DA-N.

Modification of CP

KXOC Chico, Calif.—Mod. CP new AM station increase power from 5 kw-D 1 kw-N to 5 kw unl., on 1150 kc.

License for CP

WTVB Coldwater, Mich.—License for CP new AM station.

KFPW-FM Fort Smith, Ark.—License for CP new FM station.

Modification of CP

Mod. CP new FM station for extension of completion date: WJBC-FM Bloomington, Ill.; WBAB-FM Atlantic City, N. J.; WMFD-FM Wilmington, N. C.; WRVC Norfolk, Va.

APPLICATIONS DISMISSED

Tobacco Land Radio Co., Lumberton, N. C.—DISMISSED Aug. 10 application new AM station 850 kc 1 kw D.

Northampton Bcstg. Co., Northampton, Mass.—DISMISSED Aug. 10 application new AM station 1570 kc 250 w D.

August 16 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Hennock

Easley Bcstg. Co., Easley, S. C.—Scheduled hearing Oct. 4 Easley, S. C. on application new station.

(Continued on page 63)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

CALIFONE
10 pound • Professional Quality
Three-Speed • Lowest Price
TRANSCRIPTION PLAYERS
CALIFONE CORPORATION
1041 N. Sycamore, Hollywood 38, Calif.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

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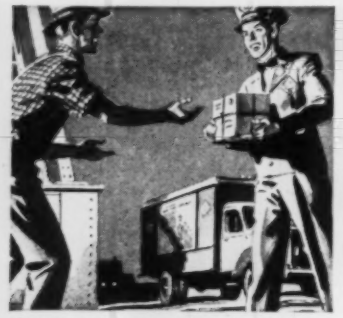
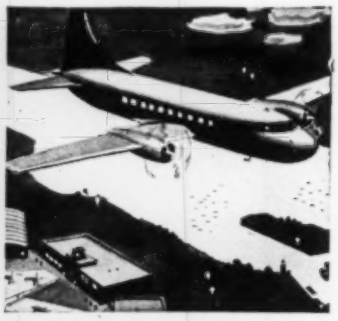
$3.19 Air Express cost helped this wildcatter strike it rich!

When a pump valve goes while drilling for oil, it's costly. Idle men and equipment make profits evaporate. It happened to a wildcatter at 4 P.M. Phoned 800 miles away for parts—delivered 11 P.M. that night by Air Express. 12 lbs. cost only $3.19. (*Regular* use of Air Express keeps *any* business moving at a profitable clip.)



$3.19 was *complete* cost. Air Express charges include speedy pick-up and delivery service. Receipt for shipment, too. Makes the *world's fastest* shipping service exceptionally convenient.



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Allied Arts

LOUISE LANDIS, formerly with publicity department of KNBC San Francisco, and NOEL CORBETT, formerly NBC and freelance publicity man in Hollywood, have formed new public relations firm specializing in radio accounts. Office is located at 205 Hobart Bldg., San Francisco.

TELEVISION FUND Inc., Chicago, announces net assets of $2,242,612 with investments at market value, compared with $1,243,890 six months previously. Common stocks added to portfolio July 29 were Aerovox Corp., Capitol Records Inc., E. I. duPont de Nemours & Co. (since sold), Fansteel Metallurgical Corp., Owens-Illinois Glass Co. and 20th Century-Fox Film Corp. Convertible bonds of A T & T were added also.

Equipment

JEROME J. KAHN, president of Standard Transformer Corp., Chicago, has been elected president of Radio Parts and Electronics Equipment Conference and Shows by board of directors. Show will take place at Chicago's Stevens Hotel next May.

MARTIN R. KING, formerly assistant manager of news bureau for General Electric Apparatus Dept., Schenectady, N. Y., has been appointed manager of department. W. C. JAEGER has been named sales engineer for Transmitter TV sales section of company, and T. F. BOST and A. F. WILD have been appointed district representatives for electronics department with headquarters in Atlanta, Ga., and Boston, respectively.

MOTOROLA Inc., Chicago, introduced its 20th anniversary line TV sets to more than 400 distributors and salesmen at meeting in Chicago Aug. 11 and 12. Innovations attracting special attention were "Bilt-in-Tenna," double loop TV antenna built into set chassis; 8½-inch receiver weighing 30 pounds and selling for $149.95, and deluxe Masterpiece series. AM and phonograph consoles were shown also.

WALCO PRODUCTS Inc., East Orange, N. J., announces new product which, when applied to surface of vinylite record, frees disc from static electricity. Liquid, known as Walco Static Eliminator, prevents record from attracting dust particles, source of groove damage. Product is expected to be distributed in September at price of $1 an ounce.

SCOTT RADIO LABS. has purchased Bissell & Weissert retail store in Chicago, to use as laboratory to study methods and changes in TV and radio-phonograph merchandising.

Radox Expanding

ALBERT E. SINDLINGER, president of Sindlinger & Co., Philadelphia, announced Aug. 10 that his company's operations of Radox, the instantaneous electronic radio-TV audience measurement service, will shortly take in New York and Chicago. Mr. Sindlinger's firm is now at work on this project [BROADCASTING, Aug. 8].

IMPORT DUTY

Bill Would Exempt U. S. Tape

A BILL which would exempt from import duty American made tape recordings of news and special events transcribed abroad is currently being considered by Congress. Proposed act, on which NAB's Legal Dept. and Arnold Hartley of WOV New York collaborated, would give broadcasters treatment comparable to favorable terms extended to motion picture producers.

The legislation (HR 5887), introduced by Rep. Arthur Klein (D-N. Y.), would amend the 1930 Tariff Act to the advantage of such American foreign language stations as WOV, which use such broadcasts. It would impose a duty equal to 10¢ per minute of running time on other program material. Present import duty on tape recordings is 20% of production cost, with a temporary alternative provision requiring destruction or exportation within six months. The measure was referred to the House Ways & Means Committee.

NEC CONFERENCE

In Chicago Sept. 26-28

NATIONAL Electronics Conference will be held Sept. 26-28 at the Edgewater Beach Hotel, Chicago, under sponsorship of the American Institute of Electrical Engineers, Illinois Institute of Technology, Institute of Radio Engineers, Northwestern U. and U. of Illinois.

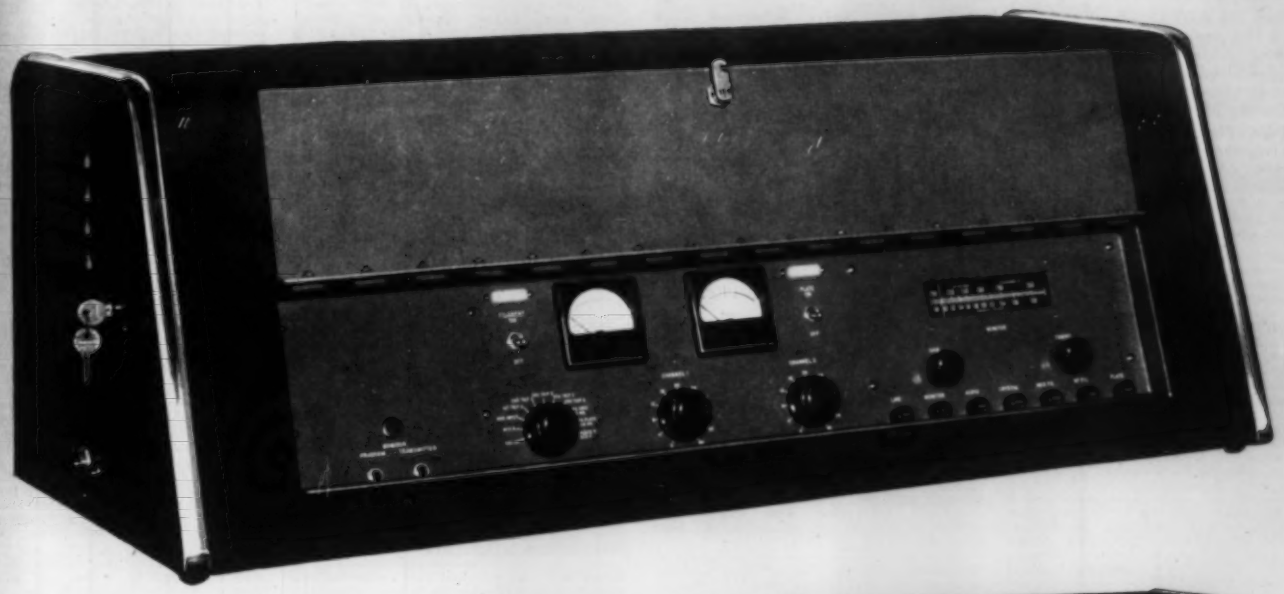
Designated "a national forum on electronic research, development and application," the three-day program includes papers on electronic instrumentation, solid state studies, computers, television, antennas, measurements, magnetic amplifiers, theory of communications, vacuum tubes, electromagnetics, supersonics, circuits and audio frequency. President of the conference is G. H. Fett, U. of Illinois, with A. W. Graf as board chairman.

STROMBERG-CARLSON

To Hold Sales Conference

STROMBERG-CARLSON will hold its first postwar national sales conference in Rochester, N. Y., tomorrow and Wednesday. C. J. Hunt, general sales manager of radio-television division, announced last week that distributors, their salesmen and service managers have been invited to Rochester for the two-day program.

Speakers will include Robert C. Tait, president; Sidney R. Curtis, vice president and general manager of radio-television division; William Fay, vice president in charge of broadcasting and general manager of WHAM, WHFM and WHAM-TV; Gordon C. Hoit, vice president in charge of finance, and Stanley H. Manson, manager of advertising and public relations.



With the control panel door open as shown above, the 738A 10 watt FM transmitter is ready for operation.

When not in use the 738A transmitter may be completely closed and locked.

When your school pops the question

about educational broadcasting, your best answer is . . .

"Find out first about Collins 738A transmitter"

Here is a complete 10 watt FM transmitter with built-in audio equipment and monitoring receiver. Just connect it to your 115 volt AC power source, plug in the microphone or turntable, connect the lightweight antenna, and you have a complete broadcast station for your school's exclusive use.

Authorization to use the 738A is easy to get. Frequencies are already allocated in the FM broadcast band. Operator license requirements are relaxed. No special installation provisions are necessary. The 738A will sit on the average desk or table and the antenna can be mounted on top of a building.

Go ahead with your school's broadcasting plans now by writing for full information on the 738A transmitter. Address Dept. EB-1, Collins Radio Company, Cedar Rapids, Iowa.

FOR BROADCAST QUALITY IT'S . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales manager, capable of boosting local sales and qualifying later for station manager. Detail sales accomplishments, earnings, minimum expected. KONP, Port Angeles, Wash.

Salesmen

Salesman for 5 kw network outlet in prosperous midwest market. Must be experienced, civic-minded and willing to settle in one of America's finest communities. Send particulars and photo to Box 801B, BROADCASTING. Replies held confidential.

Salesman-announcer to build morning show 6:30 to 8:30 and sell in Rocky Mountain city 15,000. Initiative, originality and car, prerequisites. Photo, disc and references expected. Box 186c, BROADCASTING.

Wanted—Advertising salesman for regional daytime station on Texas gulf coast. Must be Texan with at least three years radio experience. Guarantee plus commission. Box 244c, BROADCASTING.

Here's a real opportunity for the thoroughly experienced aggressive time and program salesman to make a desirable change. A 50,000 watt Chicago station will add one man to its present staff, preferably a man with both retail and national experience between 30 and 40 years of age. Send complete information, salary requirements, and photo if possible, in first letter. This is a top position. Box 278c, BROADCASTING.

Salesmen—If you can sell radio intelligently and aren't afraid of work, a progressive station in a pleasant, prosperous New England city can use you. A good living for a man who can produce. Full details and picture to Box 295c, BROADCASTING.

Maine radio station has opening for one more topnotch salesman. Must be a live wire with good character and a desire to work with a progressive organization. Permanent. Box 299c, BROADCASTING.

Salesman—Experienced, steady and productive who can do play-by-play sports. Salary and commission. Location south Atlantic seaboard. Box 306c, BROADCASTING.

Experienced salesman for independent 250 watt station Tennessee city population two hundred thousand. Send complete information experience, education, picture, references, statement your run business past three years. Application confidential. Box 312c BROADCASTING.

Announcers

Sports man for Virginia station. High school football, Class D baseball in summer, staff announcing. Excellent advancement opportunity for man who can deliver. Immediate opening. Box 252c, BROADCASTING.

WAIM wants topflight announcer at once. Must have far more than average ability and be able to do sports. Splendid salary for man who can fill the job and is willing to work. No place for temperment. Apply at once WAIM, Anderson, S. C.

Wanted, Announcer with first class engineering license. Send complete details first letter. WHTC, Holland, Michigan.

Sportscaster who must be able to write and report local sports. Permanent. Our first staff vacancy in 14 months. Position now open to applicants from Illinois and adjoining states only. Personal interview necessary. Station WLOP, La Salle, Ill.

New station needs announcers or combos. WRCO, Richland Center, Wisconsin.

Help Wanted (Cont'd)

Technical

Wanted—First class operator for WFNC, Fayetteville, N. C.

Production-Programming, others

Graduate home economist to write and broadcast daily kitchen type program and daily extemporaneous report from the Municipal Food Terminal. Important established position. Bright future. Address replies to Box 202c, BROADCASTING.

Program director-announcer, experienced, willing to work Connecticut Mutual affiliate. First letter, snapshot, complete education and experience, salary required and availability. Box 301c, BROADCASTING.

Wisconsin regional station wants newsman-announcer. Would like young man who has made good on a smaller station and is ready to move up one step. Should be college graduate, and able to gather, write and broadcast news with occasional editorial comment. Prefer someone living in or near Wisconsin. Salary good and future news plans mean excellent spot for the right man. Box 311c, BROADCASTING.

Situations Wanted

Managerial

12 years experience all facets radio broadcasting. Prefer tough situation. Box 622B, BROADCASTING.

Let me furnish details on capable manager, program director with good background commercial radio. Box 192c, BROADCASTING.

Thorough experience. Program director, morning man, chief announcer, sales. Ready small outlet management. Trial basis proves ability. Efficient. Consider modest investment. Box 240c, BROADCASTING.

Employed station manager with twelve highly successful years experience contemplating change for good personal reasons. Excellent background includes management, sales, public relations, promotion, programming, writing, etc. Married, business administration graduate, ambitious, aggressive, dependable. Station construction experience. Every organization can use a man with the desire and ability to put in more than he takes out. What is your proposition? Box 255c, BROADCASTING.

Manager desires managers job in small market or sales managers job in medium market. Good background, excellent sales. Box 260c, BROADCASTING.

General manager, or assistant manager and chief engineer. Knows how to trim operating expenses and show good operation on a limited budget. California only. Have proven formula for highly competitive independent. Salary, percentage or combination. Excellent references. Box 300c, BROADCASTING.

Announcers

Need loyalty? Devotion and talent? Presently ensconced in a metropolitan N. Y. station. One top mail pull, solidly selling D. J. who's versatility is his pride. From church program to a band remote in one minute. Married, 3 children, college grad. Console operation as fast as anyone. New York, Connecticut, New Jersey, fans galore. Like the big town. Want to stay in vicinity. Mentions in all top columns and trade papers. Box 137c, BROADCASTING.

Experienced, play-by-play sports announcer. Seven years experience all sports. Also experienced staff man heavy news and news editing. College graduate desires permanency with future. Box 168c, BROADCASTING.

Situations Wanted (Cont'd)

At liberty, comedian and MC. Network barn dance experience. Write own material. Capable of producing barn dance. Radio ten years. Photos and write-ups upon request. Box 198c, BROADCASTING.

Announcer experienced staff and play-by-play. Presently employed metropolitan New York area station not broadcasting sports. No disc available, top reference. Box 206c, BROADCASTING.

Topflight announcer. Former program director. Looking for a square shooting outfit. Single, best of references. Disc available. Box 225c, BROADCASTING.

Morning man. Smooth comedy, good selling style. Sell own show. Builds top audience, 6 years experience. References. Want permanency. Disc. Box 242c, BROADCASTING.

Experienced announcer. Staff, sports play-by-play. Available immediately. Box 245c, BROADCASTING.

Announcer-copywriter, two years experience, live, resonant voice. Single, sober, 25. Will travel. Box 246c, BROADCASTING.

Sportscaster, experienced, play-by-play. Also handle promotion, publicity. College grad. Single. Will travel. Let disc and background tell story. Box 248c, BROADCASTING.

Must eat! Loyal, reliable announcer-copywriter. Go anywhere. Operates console. Write Box 249c, BROADCASTING.

Announcing-sales. Experienced. Best references. Progressive station desired. Photo, disc on request. Box 253c, BROADCASTING.

Four years experience as announcer and program director, family man seeking position in either or both capacities. Box 257c, BROADCASTING.

Sportscaster and experienced staff announcer, ready for almost immediate delivery. Anxious to get with a sports-minded station. Play-by-play tape available. Presently employed as sports director. Box 258c, BROADCASTING.

Announcer, experienced, ambitious, desires change. Disc and particulars upon request. Box 263c, BROADCASTING.

Graduate of leading state university with experience as staff announcer at AM-FM network station wants announcing job at progressive station. Training and experience in continuity writing, scriptwriting and news writing in addition to all types announcing. Thorough background for sports and music broadcasts. Prefer Maryland-Virginia-North Carolina area. Can provide references, recommendations, audition disc and photo. Box 265c, BROADCASTING.

Announcer—Single, 25. Four years experience. Presently employed. Desire work in one of the following cities: Cincinnati, Fort Wayne, Phoenix, Indianapolis, Louisville, Peoria, Denver or Milwaukee. Box 266c, BROADCASTING.

Announcer-engineer. Experienced, good DJ and good voice. Will travel, single, 99, presently employed. Box 267c, BROADCASTING.

Ability, little account without opportunity. Announcer. Lot on the ball. Box 277c, BROADCASTING.

Hardworking announcer with 14 months experience, emphasis on news and commercials, is dissatisfied with the don't-care attitude of the station with which presently employed and desires a position with a conscientious station. Am willing to travel anywhere. Box 279c, BROADCASTING.

Experienced announcer, currently employed network station. Thorough knowledge newscasting, DJ, traffic, writing. Operate board. Married, veteran, 24. Reliable, intelligent. Box 281c, BROADCASTING.

Announcer. College voice major, sell, write, sports, 23, excellent speaking, singing voice. Midwest station where all talent can be utilized. Box 282c, BROADCASTING.

Experienced announcer, emphasis on news. Wants position with progressive station Rocky Mountain area or west. Box 284c, BROADCASTING.

Situations Wanted (Cont'd)

Available immediately, versatile, experienced announcer, single, desires position with progressive organization. News, commercials, disc jockey, continuity writer, control board. Box 288c, BROADCASTING.

Announcer thoroughly experienced all phases broadcasting, sober, conscientious, references. Disc supplied upon request. Also wife, if needed, thoroughly experienced all phases radio writing. BOX 289c, BROADCASTING.

Experienced announcer now employed with CBS affiliate wants a station with a future. West coast preferred. Southern stations please don't inquire. Box 293c, BROADCASTING.

Florida Stations only, thoroughly experienced announcer with license. Interview possible. Hear my story. Box 296c, BROADCASTING.

Sports announcer-news reporter. Especially interested in television sports. College journalism degree. Four years sports editor and columnist for daily newspaper. Four years professional baseball play-by-play. Major college football and basketball experience. Also high school, junior college football, basketball, boxing, track, golf. Now with 5000 watt network station in far west. Go anywhere in US or Hawaii. College minor in coaching. Will do job sponsors will be proud of. Averaged 200 play-by-plays per year past three years. Top references, disc, photo, available. Box 290c, BROADCASTING.

Experienced feature announcer. Specialize in sports, news and adlib disc shows. Complete details upon request. Box 291c, BROADCASTING.

Announcer wants to locate in east or northeast. Strong news. Programming and special events. Now program director progressive southern 250 watter. Married. Fertile imagination. No rover boy. What have you? Box 298c, BROADCASTING.

Night disc jockey-announcer. Proven versatility. Three years in competitive market. Good personal and professional references. Midwest preferred, but all offers considered. Now employed, but seeking advancement. Box 303c, BROADCASTING.

Announcer with ticket. Proven selling voice, any style. Desire any Flordia offer. Make one. Box 297c, BROADCASTING.

Experienced announcer, presently employed. Newcasting, editing, commercials, disc shows etc. Baseball play-by-play. Reliable, married, vet wants permanent position. Best references. Box 304c, BROADCASTING.

Announcer, Single, 23. Handle all type shows. Network and independent operation. Console work. Disc jockey and newscaster. Know programming. 16 months experience. Box 305c, BROADCASTING.

Announcer—Presently unsatisfactorily employed. Desire pleasant work. Liveable wage. University radio graduate. Newspaper experience. Year general announcing. Emphasis on sports, classical music, editing and airing news. Box 307c, BROADCASTING.

Newscaster—Age 30, veteran, unencumbered. 3 years experience. Desire change. Disc and particulars on request. Box 308c, BROADCASTING.

Want to settle. Announcer-engineer. Experienced. Familiar with all types of record programs, capable newscaster, good voice. Willing to travel. 29, presently employed. Good references. Box 310c, BROADCASTING.

Announcer, single, versatile, dependable. Graduate leading Chicago radio college. Box 314c, BROADCASTING.

Who will give a married veteran his first radio job? Hard working, dependable, intelligent. Sports, play-by-play, specialty, news, conv, adlib. Graduate radio school, references, disc. Box 316c, BROADCASTING.

Announcer, disc jockey, control board operator. Graduate of radio school. Willing to exchange dollars for more experience. Dependable, conscientious, resume and disc sent on request. Box 317c, BROADCASTING.

Sports announcer. Ten years topflight play-by-play, outstanding sportscast. Box 319c, BROADCASTING.

Combination engineer-announcer. Accent announcing. Experienced, educated, willing worker. Excellent references. Married, veteran, 25. Currently employed. No floater. Box 321c, BROADCASTING.

Situations Wanted (Cont'd)

nnouncer-newsman experienced. ood adlib ability. Operate console, rite continuity. Presently working in st but will travel anywhere for rmanent position with future. Exlent references. Box 323c, BROADSTING.

nnouncer, radio school graduate. Very le practical experience. Good voice. ersatile. Prefer night turn. Go anyere. Immediately. Salary no object. ox 324c. BROADCASTING.

rankly, gentlemen, I'm a terrific comrcial announcer. Information waits. rite. Box 32?c. BROADCASTING.

nnouncer-operator. Graduate NY hool Radio Technique. Armed forces, mmercial experience. Will travel. ox 326c BROADCASTING.

nnouncer-engineer, first phone, age single, 8½ months radio school, no perience, available immediately. arrell Bloore, Maquoketa, Iowa. RR 1.

nnouncer. Veteran, 22. Married, have d training in a leading southern nnouncing school. No commercial exerience. Would like to learn the busiss in small southwestern station. or disc write Larry Bowen, Box ?113, artford, Arkansas.

mbination man, first phone license. ix months announcing experience at BS affiliate, single. Will travel anyhere. Warren Franklin, 24 Avondale s, Valley Stream, New York.

nnouncer formerly New York City ation. News, disc shows, theatre, EC, trained in TV production. Welme inquiries AM-TV. Single, will avel. Photo, disc on request. Robert Silmes, 76 Araca Rd., Babylon, New ork. Telephone, Babylon 2361.

nnouncer-engineer, 1st phone. Recent dio school graduate. Inexperienced. ngle. Any location will be accepted. H. McAfee, Rexford, Kansas.

nnouncers—Early morning men. Well ained in all-round announcing. Start- $40.00 to $50.00. Pathfinder School Radio, 1222A Oak St., Kansas City, o. Ha-0473.

nnouncer, staff—26, single, experienced; newscasts, console, will copyrite; prefer midwest. Gene Roman, 50 Wabada, St. Louis, Mo.

ation going CBS, no time for sports. Topflight baseball ANNR available, so college football, national tournaent basketball experience. Two daily orts shows. Best of references, inding manager of this station. Disc d photo or personal interview if sired. Bill Snyder, Sports Director, THI, Terre Haute, Ind.

Technical

Broadcast technician now employed, oking for position with progressive ation contemplating television. My veral years experience as motion ture technician would make me parularly adaptable to telecine operaons. Experience in control room, nsmitter, remotes etc. In addition to recording studio and 16mm motion ture production work. Over a year and a half at present location, best of references. Don't drink or smoke, nsider any location. Box 64c, BROADCASTING.

Chief engineer. Experienced all phases AM and FM. 29, married, one child. Want position where hardworking ambitious man can get ahead. Box 68c, BROADCASTING.

First phone man. Inexperienced. Single. 22. Wants junior engineer position. Ambitious and sober. Willing to travel. Box 170c, BROADCASTING.

First class phone. Vet., neat, ambitious, hardworker. Experienced xmtr operator. Remotes, recording and console work., Married. Will travel anywhere. Box 172c BROADCASTING.

Chief engineer, experience includes installation of five transmitters and two studios. Now employed as transmitter engineer at 50 kw directional. Reason for change, desire chief's job. Box 183c, BROADCASTING.

Engineer fully experienced AM and FM including high power equipment. Good background and reference. Box 186c. BROADCASTING.

Combination man will be available September first, eight years chief. Married, prefer west coast states. Box 211c, BROADCASTING.

Situations Wanted (Cont'd)

Engineer available immediately. First phone, single, veteran, 32 years old. Four months experience 250 watt FM transmitter, control board, announcing, some program directing. Interested same type work with progressive AM, FM station. Preferably eastern seaboard. Box 191c, BROADCASTING.

Engineer, 3 years experience 250 to 5 kw. 26 years old, single, car, make offer. Box 243c, BROADCASTING.

Vet 1st class phone. Inexperienced. Married. Willing to travel. Box 250c. BROADCASTING.

Engineer—10 years experience, license degree. Box 261c, BROADCASTING.

Chief of local for past two years desires permanent position with progressive station. Any offer considered. Box 262c, BROADCASTING.

Engineer. Experienced five kilowatt, reliable, car. Desires position in northeast. Box 285c, BROADCASTING.

Engineer desires position. Experienced in control, transmitter and remote operation, etc. Also hold telegraph and amateur tickets. Will go anywhere but prefer Texas area. Box 286c, BROADCASTING.

Engineer, staff consultant or technical administrative work. Consulting experience. Box 287c. BROADCASTING.

Transmitter engineer, two years at present AM-FM station. Remotes, recordings. Graduate RCA general course. Amateur. Married. Box 309c, BROADCASTING.

Is there an opportunity for a married veteran in your station? Intelligent, dependable, conscientious. Control board operator-announcer. Specialty. Play-by-play. Resume, disc on request. Box 315c. BROADCASTING.

Engineer—Some experience, veteran, 23, car, presently employed, travel. Box 320c, BROADCASTING.

Engineer, 20 months transmitter experience. Graduate RCA Institute. Available two weeks notice. Box 322c, BROADCASTING.

First phone, first telegraph, 9 years experience aeronautical radio. Desire broadcast job. Available immediately. Married, two children. W. H. Bradford, RFD #1, McCrory Creek Road, Nashville, Tenn. Phone 45974.

Engineers available. All with first phone. Complete training in operating a fully equipped broadcast studio, disc training and all phases of broadcast engineering, including building and repairing broadcast transmitters. Any location considered. Station managers are well pleased with Cook's graduates. Wire or write furnishing full information. Cook's Radio School, 2933 N. State St., Jackson, Mississippi.

1st phone, experienced. FM, AM. South preferable. W. H. Davis, Glenwood, Ala.

Engineer-announcer. Recently completed 34 weeks schooling. Inexperienced. Sing'e. Consider position anywhere. Melford Flynn, 416 W. Willis, Perry, Iowa.

Immediately, experienced, married, young engineer. Eddie Howell, Dillon, S. C. Ph. 525-J.

First class phone license. Vet 25, willing to travel. James Turner, 6609 Avenue T, Brooklyn 34, N. Y.

Transmitter operator. Available immediately. Four years broadcast experience. Thirty. Single. Consider anything, go anywhere. Lewis Sherlock, Box 1161, Plainview, Texas.

Production-Programming, others

Station manager's enthusiastic letter tells my story. Journalism grad, 250 experience, report, write, edit, broadcast news. Box 617B, BROADCASTING.

Capable, college educated, well-recommended young woman experienced in traffic and copy. Wants responsible position in Washington, D. C. station. Box 795B, BROADCASTING.

New York state-New England. Five years experience. News editor. Announcer. Script writer. Available after August 12. Box 67c, BROADCASTING.

Situations Wanted (Cont'd)

Ambitious program director, experienced both rural and metropolitan areas, wants real opportunity west or southwest. Experience all types announcing, selling. Now eager for position offering professional and financial advancement, possibly program director position combined with assistant manager. Considered conscientious, reliable. Best personnel relations staff and sponsors. Well-liked in community. Can produce. Prefer some airtime for specialty programs and newscasts. Presently employed. Disc, details, copies references on request. Box 133c. BROADCASTING.

News editor, announcer. Experienced play-by-play sports announcer. Excellent newscaster. College graduate, married. Desire permanent connection with future. Box 167c. BROADCASTING.

Check this. Program director, morning man, salesman, announcer. Prove on trial basis. 6 years experience. Good references. Any size market. Box 241c. BROADCASTING.

15 years all phases of music experience, 3 years advertising agency account executive. Can produce live, record or transcribed music programs. Will write continuity. Can do direct contact work and promotion on the sale of these programs. Will consider any location. Available immediately. Box 247c, BROADCASTING.

Three top men, news editor 8½ years, A-1 play-by-play sportscaster, production-wise announcer, 6½ years, offer alert, informed intelligent production for appropriate salaries and working conditions. Box 251c, BROADCASTING.

Bubbling over with talent, ideas, ambition. Young lady, college graduate desires continuity position. Will travel. Box 256c, BROADCASTING.

Program director-announcer, high standard 5 kw experience. Good personnel man; ideas. Age 27, married. Box 259c, BROADCASTING.

Newsman university graduate. Journalism major, radio minor. One year experience on school station. Can handle announcing, disc shows, board, continuity. Desire to grow with station. Will travel. Disc and picture on request. Write Box 264c. BROADCASTING.

Personable woman with excellent background in newspaper, public relations and advertising desires program and continuity setup. Has authored book on Palestine published by Knopf, written magazine and newspaper articles on Alaska and Amish communities. Good radio voice. Has written and delivered radio programs for large social work organization. Has program format ready for woman's program. Box 269c. BROADCASTING.

Newsman, experienced in newsgathering, newscasting, editing, special events. Both radio and newspaper experience. Young, married. U. of Minn. Journalism graduate. Box 275c. BROADCASTING.

Programming, production, administration, all are program director responsibilities. I can deliver the aforementioned plus plenty of air ability. Write immediately. Box 276c, BROADCASTING.

Can your station use a woman veteran, college graduate, who has a good voice and can write good copy, who is short on experience but long on dependability and talent? Box 280c, BROADCASTING.

Experienced script writer and continuity writer. Creative ability to write commercials and all types of programs. Sample and resume upon request. Box 292c. BROADCASTING.

Need a program director? Several years experience in radio. Excellent references, single, will travel. Prefer small city. Am presently employed. Write Box 313c. BROADCASTING.

Hooper minded? I am. Let's talk it over. Strong on commercials, news, DJ, sports, know board, can write, familiar all aspects station routine. 2 yrs. Radio City, N. Y. Family will travel. Box 318c. BROADCASTING.

Program director available immediately desires work with southwestern station. Single, two years commercial experience, university graduate, dependable. Experience writing copy and board operation. Write Box 1017, or phone 1358, Greenville, Texas.

Situations Wanted (Cont'd)

Newsman-announcer, DJ, run panel. Single, 24, state university AB in radio-speech, all-round small station background. Long term training, short term experience. Can do job I was trained for. Will work first month free of six month trial to prove it. Fred Baker, Pearl Rd., Strongsville, Ohio. Phone Stro. 5932.

Singer, young, ambitious gal. Experienced New York radio station. Popular music. Would like to start on sustaining program. Salary not of prime importance. Sales and office experience. Sally Ann Foote, 16 Pine Avenue, Stop 25, Albany Schenectady Rd., Albany, N. Y.

Television

Announcers

Play-by-play sportscaster thoroughly experienced. College graduate, married, family. Desire to enter and learn television in sports. Presently employed. Box 273c, BROADCASTING.

Production-Programming, others

Newsman wants TV news job or AM job with TV future. Experienced all phases reporting, broadcasting, editing, special events, interviews. Newspaper reporting, editing and photography. Young, married, presentable. U. of Minn. journalism graduate. Box 274c, BROADCASTING.

Wanted—Position with progressive TV station. Radio and TV experience. Permanent. Contact Joe Maggio, 410 Bannock St., Boise, Idaho.

For Sale

Stations

For sale. Only independent in urban market of 150,000. 250 watts, fulltime. North central. Box 207c, BROADCASTING.

Net. $25,000; price $95,000. Texas network affiliate in good city. Box 254c, BROADCASTING.

Well established radio station. Central USA. Rich, heavily populated area. Coverage one hundred twenty five miles radius. Station making $50.00 per day profit. Priced to sell—terms. Write Box 268c. BROADCASTING.

For sale. 5000 w. pioneer, basic network affiliate, in primary metropolitan market, midsouth section. Owners want to sell to settle estate. Profit over $100,000 annually. Equipment excellent. Some terms possible, but at least $20,000 initial cash investment necessary. Harvey Malott Co., Scarritt Building, Kansas City, Missouri.

Equipment, etc.

FM equipment for sale. GE 3 kw transmitter with little use. FM monitor, 4-bay antenna and 800 feet of coax. Will sell all or transmitter separately. Excellent condition. Save money on your installation. Box 228c, BROADCASTING.

Presto EU-7 portable recording outfit, 2 tables, 1-C cutters, FRA-2 preamps. Best offer. Box 272c, BROADCASTING.

For sale—General Electric FM frequency-modulation monitor type BM-1-A. Excellent condition. Radio Station KWK, St. Louis, Mo.

Two Crystal units, 1340 kcs. for RCA 250L or 1-L transmitter. $125.00 for the two. Fraser Valley Broadcasters Ltd., Chilliwack, B. C.

For sale. Comparatively new complete RCA equipment for 250 watt radio station. Good price for quick sale. Paul Hunter, Leesburg, Fla.

Wanted to Buy

Wanted. Used 5 kw transmitter. State condition and cost. Reply Box 283c, BROADCASTING.

FM or AM station. Send all information, data, coverage maps, etc., first letter. Not interested in present financial position of station, if your price and terms are reasonable. Box 294c, BROADCASTING.

Presto 6N or 6D or equivalent recorder. Guyed or self-support tower 175' to 275', insulated. WTNT, Augusta, Ga.

(Continued on next page)

XUM

On All Accounts

(Continued from page 14)

gone to 50 kw and was in the market for a sales manager. Joe took the job for over four years, until he launched the agency of Hiddleston, Evans and Merrill on May 1, 1946.

Among the HEM accounts currently using or planning to use radio are Frederick and Nelson, a division of Marshall Field and Company; Smith-Gandy Ford dealer; Clark's Restaurant Enterprises, and Speed-Tatoes Products Co.

On the basis of the Frederick and Nelson experience in recent months, Joe observes: "Television is going to be a major medium for department stores—and a very powerful one." As the audience and the industry grow, he predicts, Frederick's will be using substantial amounts. The store was one of the first in Seattle on KRSC-TV, sponsoring the daily *INS Newsreel*.

Smith-Gandy recently finished a long and large spot campaign, extending over five months; Clark's uses radio from time to time both in Seattle and Olympia, and a fall schedule is now in preparation; Speed-Tatoes is currently testing market reactions with Portland radio, and will later go into California and eventually the eastern markets.

"When we build an advertising budget," Joe Hiddleston summarizes, "radio is considered of major importance."

But his interest in radio does not stop with his past experience at KOMO KJR and KIRO, nor with his present accounts using air time. KJR is one of the Hiddleston accounts; KJR now relies principally on ads in the trade press.

When Fisher's Blend Station opened the new KOMO studios last year, KOMO engaged the agency on a one-shot basis, to promote the studio launching. Joe and his staff built an unprecedented—for Seattle radio—ten-page section in the *Seattle Times*, including a full-page message from all the local stations, blazoning the theme: "Radio Belongs to You . . . and more people listen to radio in this area than in any comparable one."

Mr. and Mrs. Hiddleston live in Mt. Baker Park, a residential district of Seattle, and most of their interests center around his business and the home.

There's one exception, though. Joe speaks casually of his community service, but takes it seriously nevertheless. He has been active in virtually every major Seattle enterprise of the past decade, including the Community Chest, the Mass X-Ray Campaign, the War Bond drives, etc. He is vice-president of the 101 Club, member of the Washington Athletic Club, and recently completed three years as a board member of the Washington State Press Club.

Employment Service

18 jobs filled this week. May we place you next? Need 3 managers, 12 announcers, 9 engineers, 18 salesmen, 15 women copywriters, 27 announcer/technicians. RRR-Radio-TV Employment Bureau, Box 413, Philadelpila.

Help Wanted

Salesmen

SALESMAN: Man we want has outstanding sales record. He wants greater sales opportunities than present job affords. Is sales producer and expects to be paid commensurate with increased earnings. Must be of caliber and capable of earning $7500-$10,000 yearly. Old established midwest 250 watt station. If you can prove these qualifications, we'll pay top money for them. Married man with responsibility desired. Full details first letter. Box 302c BROADCASTING.

School

Looking for WELL TRAINED MEN?

Tell us your needs! Our graduates have thorough . . . full time technical training in one of the nation's finest Radio-Electronic-Television training laboratories.

These men are high grade...have F.C.C. Licenses and are well qualified to operate and maintain Radio-Broadcast and Television equipment. Write, phone or wire:

EMPLOYMENT SERVICE,
DEFOREST'S TRAINING, INC
2533 N. Ashland Ave. Chicago 14, Ill
Phone LIncoln 9-7260

Controlling Interest in Midwest Regional

This attractive large market station needs capable management and the owners are willing to pay a sizable premium in order to attract the right man. They will sell 51% of the common stock for $35,000.00. Investment in the property exceeds $100,000.00 and includes valuable real estate. Equipment and technical position is excellent. Station is well established and the present situation offers an unusual opportunity to a good operator who can act quickly.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

Production

BILL GAY has been named producer of CBS *Hallmark Playhouse* for coming season starting Sept. 8. He replaces **DEE ENGELBACH.**

BOB GENTRY, formerly of KOMO Seattle announcing staff, has joined KFVD Los Angeles as summer relief announcer.

RICHARD SANVILLE has been named director of NBC *Richard Diamond, Private Detective* replacing **WILLIAM P. ROUSSEAU.**

L. J. RONDER Jr., former production chief at Radio Institute of Chicago, joins WCFL Chicago as assistant program director in charge of production.

J. GORDON WRIGHT, production supervisor of KTLA (TV) Los Angeles, has been named production coordinator of station. In new capacity Mr. Wright will be in charge of production personnel assignments and scheduling. Prior to joining KTLA in 1945 he was with Paramount Pictures' commercial film division, New York. **GORDON MINTNER**, director for station, has been appointed senior director to replace **PHILIP BOOTH**, resigned.

ED COOPER has left announcing staff at WGN Chicago, where he worked five and one-half years, to freelance in same city. Now on vacation, Mr. Cooper returns Sept. 5 to continue with station's *Telephone Quiz*.

THELMA BENNINGTON, recently with NBC Hollywood traffic department, and before that with KCRA Sacramento, joins traffic department of KFWB Los Angeles.

YUL BRYNNER has joined CBS-TV as producer-director in network's program department. Mr. Brynner entered TV in 1944 as m.c. and star on network shows. Recently he has written, produced and starred in TV "Mr. and Mrs." series with his wife, **VIRGINIA GILMORE.**

JOHN HARLAND, former KYNO Fresno, Calif., announcer, has joined announcing staff of KGO San Francisco. **LORAINE BAKER**, formerly with Capitol Records, has joined KGO as music librarian. She replaces **BOB ADAIR**, who has been transferred to KGO-TV.

EDWIN HINKLE, formerly with WIBC Indianapolis and most recently with WTOM Bloomington, Ind., has joined KBOL Boulder, Col., as program director.

DICK CUTTING has rejoined announcing and production staff of KCBQ San Diego. Mr. Cutting was formerly with CBS Hollywood and KFAC Los Angeles.

AL MANN has been appointed program director for KVER Albuquerque, N. M. Mr. Mann formerly was with KRRV Sherman-Denison, KTXL San Angelo and KIXL Dallas, Tex.

IRENE POTVIN has joined production staff of KXOB Stockton, Calif., succeeding **BETH WINTER** who recently married Hugh Gallagher.

MURIEL ABRAMS, of script and continuity departments at WHLI and WHLI-FM Hempstead, L. I., and Lawrence L. Washer have announced their engagement.

CHARLES HENSON, chief announcer-program director for KTAT Frederick, Okla., is the father of a boy.

GEORGE LORENZ, m.c. for WXRA Kenmore, N. Y., is the father of twin sons, Franklin and Frederick.

GEORGE SANDERS, m.c. of KFVD Los Angeles *Spade Cooley Time*, and Helen Doolittle have announced their marriage.

GEORGE WATSON, star of *Gold Coast* on WBBM Chicago, is the father of a boy, William G. Watson 2d.

ROBERT M. HOFFMAN, research director of WOR New York, is the father of a girl, Steffi Wyn.

BEN GAGE, announcer, is the father of a boy, Benjamin Stanton. Mother is actress **ESTHER WILLIAMS.**

KTED STAFF

Laguna Beach Outlet Plans

STAFF thus far named for KTED Laguna Beach, Calif., scheduled to go on air in near future, is announced by Owner-General Manager Tom E. Danson, as follows:

Alyse Ayres, executive secretary; James M. Matheny, sales manager; Dick Morgan, chief announcer; Ted Owen and Don Mayer, announcers; Late Williams, news and sports editor; Judy Herrick, director of women's activities; A. L. Campbell, chief engineer; Gaye Stone and Bob Hayes, engineers.

KTED will operate 1 kw daytime and 250 w night on 1520 kc.

KIDO STUDIOS

Expected Ready Sept. 15

KIDO, NBC affiliate in Boise, Idaho and KIDO-FM, expect to be operating from new studios on or about Sept. 15, according to General Manager Walter E. Wagstaff. Construction of studios and offices in Boise Chamber of Commerce Bldg. is almost completed.

Boise's oldest station, KIDO will have three modern studios of the latest acoustical design and office space to accommodate a large staff.

Now operating on 660 kc with power of 2.5 kw-D, 1kw-N, KIDO also has an application pending before the FCC for increased power to 5 kw on a new frequency, 630 kc.

DUE TO REQUESTS for additional service on FM in area, WBEN-FM Buffalo is now on air from 1 p.m. to midnight every day. This represents addition of four hours to station's former schedule.

FCC Actions

(Continued from page 56)

Decisions Cont.:

Felix H. Morales, Pasadena, Tex.—Granted petition to take depositions re application.

WMAW Milwaukee, Wis.—Granted request to dismiss application for involuntary transfer of control.

Northeast Iowa Radio Corp., Oelwein, Ia.—Granted request to dismiss petition for rule making procedure and order relief re application for TV station.

KANA Anaconda, Mont.—Granted petition to dismiss application for CP to change to 930 kc 5 kw-D 2.5 kw-N DA-1, change trans. etc.

WSAZ-TV Huntington, W. Va.—Granted request to dismiss petition for postponement of hearing on application for additional time to complete construction of TV station.

WBBG Greensboro, N. C.—Granted petition for leave to amend application to revise percentage figures relating to program proposal.

Associates Bestg. Corp., New Bedford, Mass.—Granted petition to dismiss application.

KYA San Francisco—Granted continued hearing on applications from Oct. 24 to Nov. 23.

WMCP Baltimore, Md.—Granted extension of time to Aug. 29 in which to file reply to acting general counsel's opposition to petition for relief under Sec. 1.852.

Oneonta Bestg. Co., Oneonta, Ala.—Granted continued hearing on application from Aug. 15 to Nov. 15.

FCC Acting General Counsel — Granted extension of time in which to file exceptions to initial decision in proceeding upon applications of KGKB Tyler, Tex., KGGF Coffeyville, Kan. and KELD El Dorado, Ark. to Aug. 22.

KMPC Los Angeles, Calif., WJR Detroit and WGAR Cleveland, Ohio—Granted joint petition requesting extension of time to file motion to change issues in proceedings re applications of G. A. Richards (transferor) and Harry J. Klingler, Lawrence P. Fisher and John A. Hannah (transferees) for consent to transfer of control, extended to Sept. 19.

By Hearing Examiners

Metropolitan Bestg. Co., Milwaukee, Wis.—Denied petition for change in place of hearing from Washington to Milwaukee re application and that of Belle City Bestg. Co., Racine, Wis. (Examiner Resnick).

WSPD Toledo, Ohio, and WKJG Fort Wayne, Ind.—Granted joint motion for continued hearing to Oct. 17 (Examiner Resnick).

Watertown Radio Inc. and Rock River Valley Bestg. Co., Watertown, Wis.—Granted continued hearing on applications from Aug. 29 to Oct. 27. (Examiner Resnick).

KTYL Mesa, Ariz.—Granted in part continued hearing until further notice. (Examiner Hutchison).

Lake County Bestg. Corp., Chicago—Granted continued hearing to Nov. 15 on application for CP to be held on Nov. 15 at Chicago (Examiner Litvin).

WKNX Saginaw, Mich.—Granted continued hearing re application and that of Booth Radio Stations Inc., Grand Rapids, Mich. from Aug. 31 to Nov. 1, 1949. (Examiner Blume).

Booth Radio Stations Inc., Grand Rapids, Mich.—Granted petition to take depositions in re application. (Examiner Blume).

WALT Tampa, Fla.—Granted continued hearing on application indefinitely. (Examiner Cooper).

Bessemer Bestg. Co., Bessemer, Ala.—Granted motion for waiver of Sec. 1.745 of rules with respect to time for filing motions and for continued hearing on application; hearing continued from Aug. 15 to Oct. 14. (Examiner Johnson).

Jose Ramon Quinones, San Juan, P. R., and WPTF Raleigh, N. C.—Granted continued hearing (re petition of Quinones for reconsideration of action granting CP to WPTF) to Sept. 23. (Examiner Johnson).

August 16 Applications . . .

ACCEPTED FOR FILING

License for CP

Request for license to cover CP new AM station: WNAW North Adams, Mass.; WGRO Bay City, Mich.; KBKW Aberdeen, Wash.

Modification of CP

Mod. CP new FM station for extension of completion date: WMBR-FM Jacksonville, Fla.; KXEL-FM Waterloo, Iowa; WRR-FM Dallas, Tex.; KTSA-FM San Antonio.

WMBR-FM Jacksonville, Fla.—Mod. CP change ant. to 382 ft.

August 8 Decisions . . .

BY A BOARD

Hearing Designated

KXXL Reno, Nev.—Designated for consolidated hearing at Reno Oct. 3, applications for renewal of license and consent to assignment of same to Chet L. Gonce.

WCPM Middlesboro, Ky.—Designated for hearing application for mod. CP to change from D to unl. with 100 w-N and make changes in trans. equipment; made WIS Columbia, S. C. and WIND Chicago parties to proceeding.

KSWS, McEvoy Bestg. Co., Roswell, N. Mex.—Designated for hearing application to change facilities from 1230 kc 250 w unl. to 580 kc 1 kw-N, 5 kw-D, DA-N, unl.

Wayeross Bestg. Co. and Teletronics Inc., Wayeross, Ga.—Designated for consolidated hearing applications of Waycross Bestg. Co. for new station on 570 kc 1 kw DA-1, unl. and of Teletronics Inc. for new station on 570 kc 1 kw D.

KOJM and KAVR Havre, Mont.—Designated for consolidated hearing applications seeking change of facilities to 910 kc 1 kw unl. DA-N.

Petition Denied

Western Massachusetts Bestg. Co., Great Barrington, Mass.—Denied petition for reconsideration and grant without hearing of application for new station on 1240 kc 100 w unl.

KWBW Hutchinson, Kan.—Denied petition KWBW for reconsideration and grant without hearing of application for CP to install new vertical ant. with FM ant. mounted on top and change trans. location; on Commission's own motion amended hearing order to make KWBE Beatrice Neb. party to proceeding.

William and Lee A. Odessky, Los Angeles—Denied petition requesting reconsideration and grant without hearing of application CP new station on 900 kc 250 w D, now in consolidated hearing proceedings with 13 other mutually exclusive applications in Dockets 6737 et al.

August 18 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: KXOC Chico, Calif.; WSDR Sterling, Ill.; WADW New Orleans.

License Renewal

Request for license renewal new AM station: KFI Los Angeles; KSPI Stillwater, Okla.; KTRH Houston; WMIX Mt. Vernon, Ill.; WOR New York; WPTF Raleigh, N. C.; WHOD Homestead, Pa.; WKSR Pulaski, Tenn.

Modification of CP

KYES Butte, Mont.—Mod. CP new AM station for extension of completion date.

WMBD Peoria, Ill.—Mod. CP new AM station to increase power etc. for extension of completion date.

WHYN Holyoke, Mass. — Mod. CP new AM station to change frequency etc. for extension of completion date.

WWSW Pittsburgh—Same.

AM—920 kc

KFNF Shenandoah, Iowa—CP to change power from 1 kw-D 500 w-N to 5 kw unl. DA-DN AMENDED to request 1 kw-D 500 w-N and change studio location to Lincoln, Neb.

Modification of CP

Mod. CP new FM station for extension of completion date: WGOR Fort Lauderdale, Fla.; WHB-FM Kansas City, Mo.; WDOD-FM Chattanooga, Tenn.; KGKB-FM Tyler, Tex.; WHMB Washington, D. C.; WLAN-FM Lancaster, Pa.; WJAR-FM Providence, R. I.; WPAR-FM Parkersburg, W. Va.

License for CP

License to cover CP new FM station: WCBC-FM Anderson, Ind.; WTAM-FM Cleveland; WCBT-FM Roanoke Rapids, N. C.

License Renewal

WFUV New York—Request for license renewal new FM noncommercial station.

Modification of CP

WJAR-TV Providence, R. I.—Mod. CP new commercial TV station for extension of completion date.

WMBR-TV Jacksonville, Fla.—Mod. CP new TV station to change ant. height to 438 ft.

TENDERED FOR FILING

AM—1260 kc

WERC Erie, Pa.—Mod. CP to request change from 1260 kc 1 kw unl. to 1260 kc 5 kw unl. DA-D.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO AUGUST 18

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,031	1,979	219		375	243
FM Stations	739	394	448	12*	59	30
TV Stations	75	17	101		346	182

* 5 on air

CALL ASSIGNMENTS: KOOK Billings, Mont. (Montana Network 970 kc, 5 kw unlimited); KTOE Mankato, Minn., changed from KELW (Minnesota Valley Bestg. Co.); WJBW New Orleans changed from WADW (Louise C. Carlson); WJBW-FM New Orleans changed from WADW-FM (Louise C. Carlson); WDOK Cleveland, Ohio (Civic Bestrs.-Inc., 1260 kc, 5 kw unlimited); WPAL Charleston, S. C. changed from WFAK (Charleston Bestrs.); WOPT Scriba, N. Y. (Palladium-Times Inc., 840 kc, 1 kw daytime); WOPT-FM Scriba, N. Y. changed from WOPT (Palladium-Times); WREB Holyoke, Mass. (Valley Bestg. Corp. 930 kc, 500 w daytime); WTJH East Point, Ga. changed from WLNX (Southeastern Bestg. System).

* * *

Docket Actions . . .

OPINIONS AND ORDERS

KWKH International Bestg. Corp. Shreveport, La., WNEW Greater New York Bestg. Corp., New York, N. Y., WDGY Twin Cities Bestg. Corp., Minneapolis, Minn.—In memorandum opinion and order (1) denied petitions of KWKH and WNEW requesting reconsideration of Commission action Feb. 27, 1948 granting application Twin Cities Bestg. Corp. to increase power from 5 kw-D and 500 w between sunset at Minneapolis and sunset at Albuquerque to 50 kw-D and 25 kw-N and to install new 9-element DA-DN and upon such reconsideration application be set for hearing, (2) denied petition of KWKH requesting Commission make final show cause order of June 3, 1947 which afforded WDGY opportunity to show cause why license should not be so modified as to protect KWKH in conformance with Standards; vacated and set aside said show cause order (3) granted motion of WDGY to dismiss amendment filed March 15 by KWKH to petition of March 17, 1948; and (4) authorized WDGY to begin program tests on Aug. 24.

Non-Docket Actions . . .

AM GRANTS

Jacksonville, Fla.—Radio South granted new AM station on 1400 kc, 250 w unlimited. Estimated cost $25,050. Radio South is licensee of WKMA Quitman, Ga. John Raymond Bartlett is owner of Radio South. Granted Aug. 18.

KWWL Waterloo, Iowa—Blackhawk Broadcasting Co., granted switch in facilities from 1320 kc, 1 kw daytime to 1330 kc, 5 kw daytime, 1 kw night DA-2. Granted Aug. 18.

FM GRANTS

Greensboro, N. C.—Board of Trustees Greensboro City Administrative Unit granted new noncommercial educational station on Channel 210 (89.9 mc), power 10 watts. Granted Aug. 18.

TRANSFER GRANTS

KSPA Santa Paula, Calif.—Granted transfer of control in Ventura County Radio Center to family group consisting of Neal Van Sooy, editor and publisher Ventura County Publishing Co., daily paper, 20%; Martha Van Sooy, 20%; M. McDonald Seymour, real estate salesman for Davis-Baker Co., 20%; and Katherine Van Sooy, 20%. Consideration is $42,500. KSPA is assigned 1400 kc, 250 w unlimited. Granted Aug. 18.

KPIK San Luis Obispo, Calif.—Granted assignment of license from S. H. Frowein, Aram S. Rejebian and Emma Widman d/b as San Luis Obispo Broadcasting Co. to Pacific Broadcasting Co. for consideration of $20,000. Principals in Pacific Broadcasting are: Marc H. Spinelli, presently on faculty Woodbury College, Los Angeles, 25%; Mary Di Priter, 25%; Richard R. and Stanley Primanti, brothers and joint owners Primanti Brothers Restaurant, Pittsburgh, 25% each. KPIK operates on 1340 kc, 250 w unlimited. Granted Aug. 18.

WJRM Newport, R. I.—Granted assignment of license from John E. Malloy and Irene A. Malloy d/b as Voice of Little Rhody to Aquidneck Broadcasting Corp. in which Columbus O'Donnell owns 100% of stock. Mr. O'Donnell is 83.5% owner of National Recording Corp. (tape recording). Consideration $21,000. WJRM is assigned 1540 kc, 1 kw daytime. Granted Aug. 18.

KDRS Paragould, Ark.—Granted assignment of license from Thomas Maxie Self, Ead Douglas and Gordon Theodore Rand d/b as Progressive Broadcasting Co., to a new partnership composed of Mr. Self and Mr. Rand. Mr. Douglas withdraws to enter special training and sells his interest for $20,000. New partnership will continue under same name. KDRS operates with 250 w unlimited on 1490 kc. Granted Aug. 18.

KROY-AM-FM Sacramento, Calif.—Granted acquisition of negative control of Harmco Inc., by Hattie Harm and

(Continued on page 64)

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Acuff-Rose

JEALOUS HEART

On Records: Al Morgan—Lon. 500; Tex Ritter—Cap. 15256; Jenny Lou Carson—Dec. 46144; Cecil Bailey—Bullet 1083; Jack Owens—Dec. 24711; Bill Lawrence—Vic. 20-3539.

On Transcriptions: Johnny Guarnieri—NBC Thesaurus.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

FCC Roundup

(Continued from page 63)

Clyde F. Coombs through sale by Harold B. Frasher estate of ⅓ interest. No profit involved. KROY is assigned 1240 kc, 250 w unlimited. Granted Aug. 18.

WACO Waco, Tex., KRIO McAllen, Tex., KNOW Austin, Tex.—Granted transfer of control of Frontier Broadcasting Co. Inc., and of WACO and KRIO, to Texas State Network. Texas State presently owns 50% in Frontier. C. C. Woodson and Wendell Mayes surrender their joint 45% interest in Frontier for a consideration $106,476 and assignment of license of KNOW to them. Another stockholder in Frontier, H. S. Fentress sells his 5% interest to Texas State for $20,000. Mr. Woodson and Mr. Mayes in turn assign license of KNOW to Pioneer Broadcasting Co., which is wholly owned by them. In transaction Mr. Woodson and Mr. Mayes are released from note for $62,500 given in purchase of KRIO. KNOW is assigned 1490 kc, 250 w unlimited; KRIO is assigned 910 kc, 1 kw unlimited; WACO operates on 1460 kc, 1 kw unlimited. Granted Aug. 11.

KPLT Paris, Tex.—Granted transfer of control of North Texas Broadcasting Co. from Bernard Hanks deceased and Eva May Hanks to T. J. McMahon, Bruce B. Meador and Conway Craig, executors of estate of M. Bernard Hanks. Granted Aug. 15.

Deletions . . .

Two AM and three FM authorizations were deleted by FCC. Total withdrawals since first of year are: AM 28, FM 136. Deletions, effective dates and reasons for withdrawal follow:

KXCL San Angelo, Tex.—Sanan Broadcasting Co., CP July 28. Request of applicant.

WKNS Kinston, N. C.—Kinston Broadcasting Co., license Aug. 2. Station deleted contingent on grant of assignment of license of WFTC to Kinston Broadcasting Co.

WEAM-FM Arlington, Va.—Arlington-Fairfax Broadcasting Co. Inc. Conditional grant Aug. 9. Request of applicant.

WSUN-FM St. Petersburg, Fla.—City of St. Petersburg, CP Aug. 15. Applicant states plans were to combine AM and FM operations and AM application has not been favorably acted upon. Since public funds are involved applicant feels it is economically unsound to proceed with FM construction.

WJPJ Escanaba, Mich.—Delta Broadcasting Co., CG Aug. 15. Due to increased cost of construction and changed economic factors applicant believes it is advisable to abandon plans at this time.

New Applications . . .

AM APPLICATIONS

Inglewood, Calif.—Muller Brothers, 830 kc, 10 kw daytime. Estimated cost $71,800. Walter and Frank Muller have owned and operated automobile agency and super service station for past 25 years. Filed Aug. 18.

Boonville, Ind.—Boonville Broadcasting Co., 1540 kc, 250 w unlimited. Henry C. Sanders owner of Boonville Broadcasting Co. previously filed application May 19. Application was returned and now resubmitted and amended to request change in hours of operation. Filed Aug. 12.

FM APPLICATION

Atlanta, Ga.—Druid Hills Baptist Church Inc. Channel 201 (88.1 mc), power 10 w. Estimated cost $1,668.51. H. W. Stephenson is chairman of board of trustees. Filed Aug. 16.

TRANSFER REQUESTS

KFRE and KFRM Fresno, Calif.—Voluntary acquisition of control of California Inland Broadcasting Co., by J. E. Rodman who purchases 3,750 shares of stock held by Morley M. Maddox and Mary Elizabeth and Richard Whitmore, executors of estate of Charles Whitmore for a consideration of $60,000. KFRE is assigned 1340 kc, 250 w unlimited. Filed Aug. 15.

KPOA Honolulu, Hawaii—Assignment of license from Henry C. Putnam, John D. Keating and J. Elroy McCaw d/b as Island Broadcasting Co., to a partnership of same name and composed of John D. Keating and J. Elroy McCaw. Henry C. Putnam withdrew from partnership July 31, 1947 and Mr. Keating and Mr. McCaw purchased his interest for $5,000. KPOA is assigned 630 kc, 5 kw unlimited. Filed Aug. 15.

WJBB Haleyville, Ala.—Assignment of license from Roy Mayhall, M. E. Buttram and H. E. Ray d/b as Haleyville Broadcasting Co. to H. E. Ray, Guy L. Ray and Roy Mayhall a new company of same name. Mr. Buttram resides in Hollywood, Calif., and since he is unable to look after the business properly an agreement was made between partners and Guy L. Ray to take over the assignment. WJBB is assigned 1230 kc, 250 w unlimited. Filed Aug. 18.

WERD Atlanta, Ga.—Transfer of control of Radio Atlanta Inc. to J. B. Blayton. Mr. Blayton acquires 960 shares of common stock for $96.00 and will run station for 1 year without salary during which time all profits by station shall be used to pay debts which station has incurred. At end of one year Mr. Blayton will have option of purchasing rest of stock at $100.00 per share. WERD operates on 860 kc with 1 kw daytime. Filed Aug. 18.

KIVY Crockett, Tex.—Assignment of construction permit from David W. Ratliff and Guy C. Hutcheson d/b as Houston County Broadcasting Co., to Hamilton H. Callen and James H. Gibbs d/b as Pioneer Broadcasting Co. Consideration is $500.00. Mr. Callen is chief engineer KWED Seguin, Tex. and Mr. Gibbs is announcer with same station. They are equal partners. KIVY is assigned 1570 kc 500 w daytime. Filed Aug. 5.

KEVA Shamrock, Tex.—Assignment of license from J. C. Howell, Arval Montgomery and Lester Campbell to Albert Cooper tr/as Shamrock Texas Broadcasting Co. Due to economic conditions Messrs. Howell, Montgomery and Campbell were unable to conveniently contribute to construction of station and Mr. Cooper buys their interests as follows: from Mr. Montgomery $484.97; Mr. Howell $200.00; Mr. Campbell $200.00. KEVA is assigned 1580 kc, 250 w daytime. Filed Aug. 5.

WOL-AM-FM Washington, D. C.—Assignment of license from Cowles Broadcasting Co. to Capital Broadcasting Co. for a consideration of $300,000. Principals in Capital include: Joseph Katz, Joseph Katz Agency, Baltimore, 95% owner WWDC Washington; Ben Strouse, vice president and 2.5% owner WWDC; Charles M. Harrison, secretary 2.5%. WOL is assigned 1260 kc, 5 kw unl. See story Broadcasting, Aug. 8, page 29. Filed Aug. 5.

WINK Fort Myers, Fla.—Voluntary acquisition of control of Fort Myers Broadcasting Co. by Daniel Sherby. Daniel Sherby purchases 250 shares of stock from Harry Sherby for consideration of $150,000. All stock in Fort Myers Broadcasting Co. is held by United Garage & Service Corp. Principals in United Garage & Service Corp., are Daniel Sherby, Arthur McBride, and Arthur McBride Jr. WINK is assigned 1240 kc, 250 w unlimited. Filed Aug. 18.

WSBC and WXRT Chicago—Assignment of AM license and FM construction permit from Julius Miller, Oscar Miller, Bertha L. Miller and Arnold B. Miller d/b as Radio Station WSBC to same co-partners with exception of Arnold B. Miller who withdraws to devote time to his musical career and sells his interest for $8,000 plus. Four remaining partners will have equal interests. WSBC operates with 250 w, sharing time on 1240 kc. Filed Aug. 18.

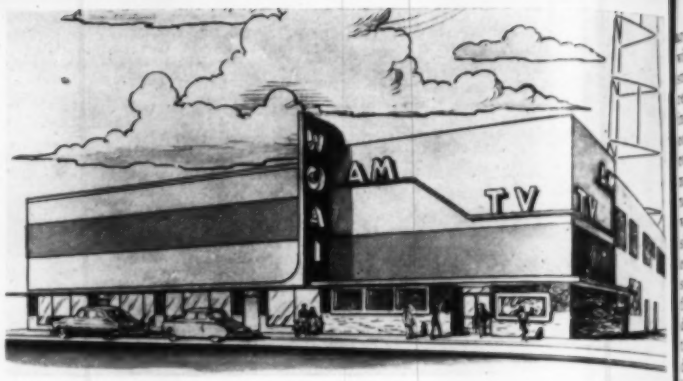
WIHL Hammond, La.—Assignment of license from Joseph A. Sims and Henry A. Mentz Jr. partnership d/b as Superior Enterprises to Joseph A. Sims. Mr. Mentz who is retiring to devote full time to his law practice sells for $2,750. WIHL is assigned 730 kc, 250 w daytime. Filed Aug. 18.

KAMQ Amarillo, Tex.—Assignment of license from Hoyt Houck, Robert D. Houck, Walter G. Russell and W. J. Dickerson a partnership d/b as Top of Texas Broadcasting Co., to a new corporation composed of same individuals with same interests. KAMQ is assigned 1010 kc, 1 kw daytime. Filed Aug. 18.

KBTV Dallas, Tex.—Assignment of CP from Lawson Lacy, executrix of estate of Rogers Lacy and Tom Potter d/b as Lacy-Potter Television Bcstg. Co. to Potter Television Bcstg. Co. Mrs. Lacy relinquishes her one half interest in the estate of Rogers Lacy to Mr. Potter "in consideration of your saving both the estate and me harmless from any liabilities or obligations whatsoever that have heretofore been incurred or will be incurred in the television station." KBTV is assigned Channel 8 (180-186 mc), 18.5 kw aur., 35 kw vis. Filed Aug. 3.

KPHC Walsenburg, Col.—Transfer of two shares of stock in Walsenburg Broadcasting Corp., from James J. Tesitor to Lucile E. Banks for a consideration of $500. Mrs. Banks is wife of Tom G. Banks major stockholder in corporation. She was elected secretary-treasurer at recent board meeting. KPHC is assigned 1450 kc, 250 w unl. Filed Aug. 3.

KSUM Fairmont, Minn.—Acquisition of control in Fairmont Broadcasting Co. by Leo J. Seifert through purchase of 20 shares of stock from each Charles Potter, George Wilson, Harold Westby and L. C. Meyer. Mr. Seifert pays $2,000 for each 20 shares. Purchase of this stock gives Mr. Seifert 56.7% interest in permittee corp. KSUM is assigned 1370 kc, 1 kw unlimited. Filed Aug. 5.



TELEVISION is on the way to San Antonio and surrounding areas of South Texas as workmen rush remodeling of WOAI building into radio and TV center visualized in architect's drawing. The building, fitted with latest TV facilities, will serve as home of both WOAI and WOAI-TV. Television service is planned for December [BROADCASTING, **Aug. 1**].

TV Proposals

(Continued from page 46)

proposed on a first-come, first-serve basis for noncommercial, educational stations. These would use full metropolitan power.

Without specifying details, an announcement by DuMont said that its plan "proposes allocation of VHF and UHF frequencies in such a manner as to provide a minimum of four channels in most metropolitan communities to assure competitive operation and a wide choice of programs."

The plan "minimizes the intermixture of VHF and UHF assignments to reduce, or eliminate, the need for set owners to buy converters or for station owners to utilize transmitters for two supplementary frequencies," the announcement said.

'Best Long Term Plan'

"It provides for the best long term operating plan for television, in that it designates certain cities, now having a limited VHF service, as future UHF cities in the long term plan. It is proposed that existing licensed and construction-permit-holding stations in such cities continue in operation for a specified period of time until the transition from VHF to UHF has been completed. An orderly conversion schedule, designed to protect station operator and set owner, would follow," the announcement stated.

The UHF allocation proposed by DuMont takes cognizance of interference factors not previously used, it was said, such as protection against local oscillator radiation of receivers and protection against image interference. DuMont indicated the image condition promises to be a serious problem on television receivers operating over such a broad frequency spectrum. Customary factors of co-channel and adjacent channel interference also are incorporated.

In replying to FCC's July 20 letter, Julius F. Brauner, CBS attorney, presented information on the network's color television tests. Details of its tests, starting back in 1940, were submitted, along with descriptions of progress made since the FCC's color hearings over two years ago. Cost of research now exceeds $3,500,000, it was stated.

CBS' disc system is substantially identical, from camera to viewed image, with the present standard system, the network said, except for the color disc in the camera, higher camera scanning rate, color mixer, color sequence phasing pulse, higher scanning rate in receiver and color disc or three-phospher single-gun tube in the receiver.

Enthusiastic comments from the 30,000 who saw the American Medical Assn. convention demonstrations at Atlantic City in June [BROADCASTING, June 6] were cited, with 83% having considered it an excellent method of medical instruction and 13% a good method.

In tentative and final conclusions, CBS said the loss in definition between 10 mc and 4.5 mc video bandwidth color pictures can be seen on test patterns but is not readily discernible on normal program material when sharpening circuits are used at the transmitter; crispness in the picture is as important as reproduction of minute detail at normal distances; 6 mc bandwidth will work with RCA relay and broadcast transmitters and telephone company 4000 mc transmitters without modification; standard receivers can be modified for color or black-and-white; both direct and projection receivers can receive disc pictures but direct view sets cannot yet receive all-electronic color though they may in the future.

David B. Smith, vice president in charge of research and engineering for Philco Corp. and director of Philco Television Broadcasting Corp., submitted a review of Philco's color TV research program. Although he concluded that studies have not yet reached the point where any optimum set of standards could be selected, a table of possible standards was offered on the basis of present data. For comparison, the present monochrome and conventional trichromatic 6 mc color systems are listed.

The Philco report stated that the two basic color system problems

...e bandwidth and compatibility ...th the present TV broadcasting ...ructure. A compatible system, the ...eport stated, "requires the select... of the color coordinate and ...lor balance point (i.e. the color ...responding to equal degrees of ...odulation of the three color sig...) so that the resulting signal ...ill produce a satisfactory color ...gnal, from the point of view of ...lor rendition, flicker etc., and a ...tisfactory monochrome picture, ...om the point of view of picture ...ail, shading etc." While these ...o requirements are essentially ...fferent, Philco indicated it be...ved a suitable compromise can ...e made.

The report pointed out that ...ndwidth is determined by the ...oduct of the amount of detail ...ansmitted (total number of equiv...ent dots of different brightness ...ssible in a static picture) and ...e rate at which this patter must ...e repeated "to fool the eye into ...inking it sees a continuous pic...re including the effect of motion ...f the picture changes."

In order to transmit the addi...nal information necessary for a ...chromatic color system, "it is ...cessary to either (a) increase ...e video bandwidth, (b) reduce ...e geometric detail of the picture ...r (c) reduce the rate of pattern ...ansmission," it was said. If ...der channels are not available, ...e third item was said to have ...e most "interesting possibilities."

RCA Information

RCA submitted supplemental in...rmation to the material on UHF ...sts in conjunction with WNBW ...TV) Washington which it had ...esented at the hearing last fall. ...eport of G. H. Brown, research ...gineer with RCA Labs. Division, ...n the Washington tests was in...uded. In general, RCA found ...at excessive powers would be re...uired on UHF channels to match ...verage performance of VHF ...erations. RCA said that no in...rmation was yet available on its ...Bridgeport, Conn., UHF experi...ental outlet because of problems ...countered in construction.

Analysis of the Washington UHF test performance in accord...ance with FCC's VHF standards was submitted by Russel P. May, consulting engineer, who was re...tained by RCA for the project last fall.

John H. Poole, licensee of UHF experimental station KM2XAZ Long Beach, Calif., and under operation as Pacific Video Pio...neers, presented an elaborate re...view of operations on 530 mc. Stanford Research Institute is collaborating on developmental work.

Mr. Poole said that propagation tests indicate "satisfactory service can be given to large metropolitan areas in the lower portion of the UHF band using current techni...ques" and that Stanford Research Institute findings indicate satis...factory convertors and receivers can be produced economically. He said the "outphasing" system of transmission offers promise of an economical UHF transmitter which can be expended in power without altering the modulator, "ultimately giving high power at high efficiency."

Mr. Poole said KM2XAZ plans to have effective radiated power of 2 kw video and 1 kw audio by early 1950 and continued power increases are planned thereafter.

Report on the 600-mc experimental operation of Television California's W6XJD San Francisco also was filed. In operation since May 1948, the station now is on the air about 57 hours weekly. Details of work were presented to the FCC previously and the report indicated that present tests on tropospheric propagation are insufficient so far for conclusions but it appears characteristics are very similar to VHF.

KDYL-TV Salt Lake City, which has been operating since early 1948 under special authority via experimental station W6XIS on Channel 4 (66-72 mc) while its regular facilities are under construction, reviewed its technical findings on propagation. One recent observation is that good reception found at the base of a mountain which lies between the reception point and the transmitting antenna has been by direct wave rather than reflected wave. It was found that, especially over sharp mountains, the signal in passing over the mountain top is bent abruptly downward.

Experience of State U. of Iowa in television research and experimental operation since 1932 is related in material filed by Dr. E. B. Kurtz, head of the school's electrical engineering department.

Interest in reservation of educational TV channels has been expressed by Frederick L. Hovde, president of Purdue U., Lafayette, Ind., and the Assn. for Education by Radio, Chicago.

In addition to CBS, DuMont and Philco, the Commission also has requested color information from Color Television Inc., San Francisco; Thomascolor Corp., Hollywood; Westinghouse Radio Stations Inc., and General Electric. DuMont last week was given additional time until Aug. 31 to submit reports on its five experimental stations.

High School FM

FIRST Chicago-area high school FM station will be erected by suburban Evanston Township High School on the city's north shore. Plans for the 5 w station are being formulated by Supt. Lloyd S. Michael and a faculty committee.

Hubbell TV Inc.

(Continued from page 46)

of the two longer series to make a 15-minute show.

Mr. Hubbell said also that among the first films to be available will be a mystery series made in England specially for Hubbell Television Inc. French sports and animated cartoons subjects are also among the initial offerings.

Thus far, no French or Italian firm, which is the equivalent of the Richardson-Hubbell Television Networks Ltd., has been formed. But such firms, to obtain exclusive U. S. TV distribution to desirable stockpiles of films in their respective countries and to initiate new production of TV films, are to be formed, Mr. Hubbell said.

Prices to be charged TV buyers of the films have not yet been set, said Mr. Hubbell, because cost breakdowns have not yet been received from the British producing companies. He said, however, that because of the mass production methods being used, prices would be lower than those commanded by comparable films. The company intends to set up a price schedule which will put some certainty on an enduring basis in television programming via its films, Mr. Hubbell said.

Other officers of Hubbell Television Inc., are: Treasurer, Thomas H. Josten, a sales executive of Sylvania Electric and formerly head of market research of Marshall Field and Co., Chicago; vice president and secretary, Kyra D. Hubbell, wife of Mr. Hubbell, former actress and department head of College of Music of Cincinnati, specializing in stage and camera deportment.

Members of the board, besides Messrs. Hubbell and Josten: Edwin M. Martin, chairman of the board, lawyer of Washington, D. C., who formerly was board chairman of American Bosch Corp. and vice president, secretary and director of Farnsworth Television & Radio Corp.; Raymond L. Bebhardt, trustee of New York, Ontario and Western Railway.; J. P. Rogers, vice president and general sales manager of Rutenber Electric Co. of Marion, Ind.; Richard P. Schulze, patent lawyer of Washington, D. C.; Josef Somlo, owner of Somlo Films Ltd., and Corona Films Ltd., of London, England, and of Savoy Films, S. A. of Paris.

Hubbell Television Inc., is making its offices temporarily at 118 East 40 Street, New York.

Milestones

► Tomorrow (Aug. 23) marks the beginning of its 20th year of operation for WPAD Paducah, Ky. Date also will mark six full years of CBS affiliation for station which was the first radio venture of WPAD President Pierce Lackey.

Mr. Lackey

► Sam Hayes, newscaster for NBC, celebrated his 10th anniversary with General Mills on his Aug. 15 broadcast of *Breakfast News* over NBC Western Network. Program was his 5,750th newscast since he started with NBC San Francisco 20 years ago.

► Celebrating its second anniversary is *Cinderella Weekend* program on WTIC Hartford, Conn. The popular quiz show offers contestants opportunity to spend glamorous expense-paid weekend in New York as well as smaller prizes. Floyd Richards and Bob Tyrol, who conduct show, have been with program since its inception. Show is aired Monday thru Friday, 9-9:30 a.m.

ANNIVERSARY candles are lit by Wisconsin Gov. Oscar A. Rennebohm at a dinner party honoring WISN Milwaukee and its seven years of broadcasting the program *Know Your Druggist Better*. Among the 500 guests of the Milwaukee County Pharmacists' Assn. are (l to r) Frank Kuskowski, chairman of the association's radio committee; WISN Manager Gaston W. Grignon; the governor; James Roenitz, president of the Wisconsin Pharmaceutical Assn., and Arthur H. Hackendahl, president of the Milwaukee association.

Pharmacy Award

A TROPHY is to be awarded each year by the Southeast Florida Pharmaceutical Assn. to the national radio program best protraying the American pharmacist. A resolution to that effect was passed last week at the regular monthly meeting of the association at McAllister Hotel in Miami.

At Deadline...

KWRZ FLAGSTAFF, ARIZ., ORDERED TO LEAVE AIR

KWRZ Flagstaff, Ariz., ordered off air by Sept. 15 on basis of "unlawful" transfer, FCC reported Friday. Usual revocation procedure not followed as Commission considers continued operation "constitutes unlicensed and illegal broadcasting."

FCC found James L. Stapleton, Duard K. Nowlin and Jesse M. Neil Jr. on Feb. 1 physically left operation in hands of Selwyn Kirby and Agnes McGillvra who had contract to buy KWRZ for $17,000-plus. No application for approval was filed although letter in March related sale, Commission said. Mrs. McGillvra, ex-wife of station representative Joseph Hershey McGillvra, told Commission in July that Selwyn Kirby had withdrawn and she was unable to get prospects for part interest because all expressed doubt that sale would be approved, FCC reported. KWRZ assigned 250 w on 1340 kc, founded 1947.

RICHARDS GRANTED DELAY

EXTENSION of time to Sept. 19 granted by FCC to KMPC Los Angeles, WJR Detroit and WGAR Cleveland to file motion to change issues in Commission's hearing on G. A. (Dick) Richards' trusteeship plan [BROADCASTING, Aug. 1]. Mr. Richards proposes to transfer his interests in three properties to Harry J. Klingler, Lawrence P. Fisher and John A. Hannah. Hearing also includes the renewal application for WGAR. No date set.

OFFICIALS SEE COLOR TV

HIGH government officials showed interest in progress of CBS color TV Friday noon at National Guard Armory, Washington (early story page 40). CBS represented by Frank Stanton, president; Adrian Murphy, vice president and general executive; Dr. Peter C. Goldmark, engineering research director. Officials saw WMAR-TV Baltimore broadcast on special Zenith color receiver, 35 miles from transmitter. Black-and-white RCA receiver equipped with adapter showed both black-and-white and color to permit comparison, picking up rebroadcast by WMAL-TV Washington. Friday picture declared better than Thursday test, FCC having traced interference to Treasury Dept. annex adding machines in nearby building.

CHICAGO OFFICE OPENED

HARRINGTON, RIGHTER & Parsons Inc., television station representative, last week opened a Chicago office in Tribune Tower Bldg., 435 N. Michigan Ave. Carroll Layman, former ABC Central Division salesman, is midwest representative. He was formerly on Grant Adv. account staff.

SPONSOR STARTING ON ABC

RADIO OFFERS Co., New York, through Huber Hoge & Sons, also New York, sponsoring *Housewives Money Maker*, weekly quarter-hour on 60 ABC stations. Programs to be aired starting Thursday, Sept. 8, 10:45-11 a.m., on initial 13-week contract.

COULTER LEAVES AGENCY

LLOYD O. COULTER, vice president of radio and television, McCann-Erickson Inc., has resigned. Expects to take extended vacation and will announce plans about Jan. 1.

TWO-PHASE TV HEARING PLANNED BY FCC

HEARING on television reallocation and standards, scheduled to begin Sept. 26 (see story page 46), to be divided into two parts, FCC said Friday upon considering suggestions favoring such separation. Part I to include general subjects such as technical standards, allocation formulas and procedures, with Part II devoted to specific allocation proposals city-by-city.

Following July 11 notice of further proposed rule-making [BROADCASTING, July 18], Part I to cover Appendices A and B of that notice, plus paragraphs 6 to 13. Part II to concern Appendices C and D. Order of appearances to be announced reasonable time before hearing, FCC said, after Aug. 26 and Sept. 12 comment deadlines pass.

HOOPER TO CONSOLIDATE NEW YORK TV RATINGS

C. E. HOOPER Inc. will consolidate its New York TV-home-sample based Teleratings and its random-home-sample based New York City TV-Hooperatings into one report which will be published monthly beginning Oct. 15, 1949. Consolidation expected to result in substantial savings to subscribers.

Move to consolidate was prompted by observing parallel nature of two studies, Mr. Hooper said, explaining that resultant ratings are two different expressions of same thing.

Y&R NAMES ERICKSON

RODNEY ERICKSON, with Young & Rubicam, New York, since March 1948 as producer-director of *We the People*, named supervisor of operations for radio and television.

Lottery Rule

(Continued from page 4)

gers and given it back to the entertainers." He felt ruling probably would be upset, however. Mr. Allen said he was not against giveaways "up to a certain point, but when they dominate the networks, they chase listeners away and cheapen the whole medium." He added: "In the beginning radio was static. Out of the static came words and then entertainment. When the shyster element got in, they gave away everything but entertainment."

Text of ABC statement follows:

ABC believes that the new definitions announced today by the FCC, stigmatizing many radio and television giveaway programs as lotteries, are not in the public interest, and are an invalid attempt to extend existing law. All of the programs broadcast over ABC facilities are legal and none is a lottery.

In issuing its regulations, which constitute a new definition of what is a lottery, the FCC, as a result of the action of only three of its seven members, has taken action that is inconsistent with the system of private broadcasting which has flourished in this country, and is first step by the Federal Government into actual program planning.

As Comr. Hennock stated in her dissent, the Commission's action is unwarranted. ABC proposes immediately to test the legality of the FCC regulations in the courts. This action is in accord with the position ABC announced a year ago when the FCC first disclosed its proposed regulations.

No changes will be made in ABC programs as a result of the FCC regulations. We feel certain that appropriate injunctive relief will be granted to the radio industry and to the many interested advertisers as a result of the litigation which ABC will begin immediately.

We do not believe that a government agency should set itself up to decide what radio and television programs the public should or should not hear and like. Let competition take care of that. The programs on the radio and television networks and stations, against which the FCC regulations apparently are directed, are extremely popular. They have high entertainment value and are listened to with enjoyment by millions of people daily.

POPULATION OF U. S. NEAR 150-MILLION MARK

U. S. POPULATION as of July 1 estimated at 149,215,000, according to Philip M. Hauser, acting director of Census Bureau. About 14 million are civilians living here and balance are in armed forces at home or abroad.

Increase in population since April 1, 1940, estimated at 17½ million or over 13%. Rate of population increase was 1.2 million a year prior to war, rose to 1.6 million in war and up to 2.7 million after war. Birth rate since July 1, 1946, has risen with death rate decreasing.

Closed Circuit

(Continued from page 4)

action by organized baseball looking toward relaxation of restrictions on play-by-play broadcasts. Asst. Atty. General Bergson conferred last week with attorneys interested in broadcasters' complaint and assured them every effort would be made for voluntary agreement in advance of possible anti-trust law prosecution [BROADCASTING, Aug. 15].

LEWIS HOWE Co., St. Louis (Tums), through Dancer-Fitzgerald-Sample, studying present radio show *Me and Janie*, Tuesday, 8:30-9 p.m. on NBC to decide whether to continue summer replacement through fall. Final decision Labor Day.

AVCO CORP., Crosley division, New York, preparing second video show on another network (probably CBS-TV) for fall presentation in addition to *Who Said That?* on NBC-TV starting in October, which sponsor has renewed. Benton & Bowles, New York, agency.

PROSPECTS for NARBA, and all other world radio pacts, growing dimmer as high-frequency broadcast committee at Paris shows little progress after two months of parleying on Mexico City treaty provisions. U. S. and Russia, not signatories to Mexico City pact, sitting as observers. Canada only western nation sitting on committee.

AMERICAN TOBACCO Co., (Lucky Strike cigarettes) through BBDO New York, almost set with new TV show. Agency executive back from London where plans for part of show were consummated.

BECAUSE of recognition given FM under NAB reorganization, key figures in FM Assn. are carefully planning move to integrate functions with NAB and ultimately wind up FMA. Project is premised both on economy and efficiency. FMA members—about 250 strong—would be given opportunity to transfer membership with full rights and privileges. Before fusion can become *fait accompli*, however, vote of FMA membership is required.

NEW weapon in NAB's membership drive to appear soon. It will be graphic story of association's services. Entire executive staff, including several no longer at NAB, contributed to document which was conceived as answer to member who asked why he should continue to pay dues.

TV BLACK INK DEPT.: "We have averaged $25 a month profit for April, May, June and July television operation, not counting depreciation. With the business we have booked, starting in October we will be in the black including depreciation and all charges against TV." *A communication from Stanley E. Hubbard, president-general manager, KSTP-TV St. Paul-Minneapolis.*

XUM

All "EXTRAS" are standard equipment

There's a good reason why so many advertisers select WLW first as the vehicle to carry new selling appeals.

For here is a radio station with unequalled facilities—a great station that is equipped to provide many extra services far beyond simply selling time on the air.

And here, in WLW-Land, are 330 counties comprising parts of seven states—an area that presents a true cross section of the nation.

Yes, you'll find that WLW's Merchandise-Able Area is an ideal proving ground for new advertising campaigns, new techniques, new products. And with a "know-how" peculiar to its territory—plus adequate manpower—The Nation's Station is in a position to help you study this market of nearly fourteen million people. It can smooth the way in securing distribution . . . gaining dealer cooperation . . . getting consumer reactions.

If you are planning to launch a new advertising campaign or introduce a new product, talk it over first with The Nation's Station.

SOME WLW "EXTRAS"

People's Advisory Council
to determine program preferences and for general consumer market studies.

Consumer's Foundation
to determine consumer reaction to products and packaging.

Merchandising Departments
to stimulate dealer cooperation, check distribution, report attitudes, etc.

Test Stores
to check potential buying responses, effect of new packaging, displays, etc.

Buy Way
monthly merchandising newspaper for retailers and wholesalers.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation